

SIERRA MADRE NEWS

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FRIDAY, MARCH 13, 1925

University Outlook Is Good, Report

The chances are good for the locating of the Southern Branch, University of California, near Sierra Madre, either on the Huntington Estate or the Hastings ranch, according to reports brought back from the meeting of the University board of regents which met in Oakland Tuesday. The meeting adjourned till March 21, at which time an effort will be made to have the entire board present and the location of the university definitely settled.

It is reported that at the close of the session Tuesday, there were two locations only which were being seriously considered. That of Los Angeles, with a site at Beverly Hills, and Pasadena offering a choice of two locations close together, one the Hastings ranch and the other the Huntington estate. It is understood that the Los Angeles group are opposed to allowing the university to be located outside the city limits and that the board feels that the site should be as close to the center of population as possible and is not considering any of the outlying locations.

Those in favor of the Pasadena sites point out that from a scholastic standpoint alone, Pasadena should be considered far superior to any other location. The proposed sites are within easy distance of the great Huntington library, the largest telescope in the world located on Mount Wilson, and the research laboratory of the California Institute of Technology. These factors, it is argued, would bring a group of school men to the university for the purpose of doing research work which could not be assembled in any other location and the students would profit by this contact with great teachers.

It is also pointed out that Pasadena is the richest city in all Southern California and that as the homes of many of the most wealthy men of the country are located there, it might be reasonably expected that the amount of the endowments coming to a university so located would be much greater than could possibly be expected in any other location. Beside this fact that the sites proposed have the proper setting and room for expansion is also pointed out as a valid reason for locating the university in this community.

SIERRA MADRE MARMALADE IS BRINGING FAME

Fame is coming to Sierra Madre from various directions, the most recent being from the direction of the E. Waldo Ward ranch and marmalade factory on East Highland. Last week Mrs. William Sproule, wife of the president of the Southern Pacific called at the Sam Seelig store and inquired of Manager Grove if he had any of Ward's marmalade for sale. He replied that he had and after she had made the purchase, asked to be directed to the factory.

Mrs. Sproule said that she had eaten the Sierra Madre product on a dining car on the Southern Pacific line and that she was so taken with its unusual flavor that she wished to see the place where it was made. Mr. Ward has been furnishing the dining car service of the Southern Pacific with an order of 50 cases every two weeks, and after Mrs. Sproule's visit received an increase in his order which pretty nearly swamped him.

The marmalade manufactured by Mr. Ward is said to be the finest produced in this country and is not surpassed by any of the imported brands. This is partly due to Mr. Ward's care in preparing his product and partly because he owns the only grove of bitter oranges in the country. He has been several years in building up his business and has put it on a quality rather than a quantity basis.

Pollyana Hat Shop to Open Next Monday

Mrs. Fanny M. Loveless will open a millinery store at 40 North Baldwin, Monday, March 16, to be known as the Pollyana Hat Shop. Mrs. Loveless is an experienced milliner, having been connected with a large establishment in Los Angeles for some time. She will keep a full line of the latest creations in stock giving an excellent opportunity for the ladies of Sierra Madre to make their selection of Easter bonnets in Sierra Madre.

Mrs. Etta Wright, 233 Santa Anita court, left last Friday for San Diego for an indefinite stay.

Spring Brings New Life To Sierra Madre Canyon A Big Summer Predicted

Spring is coming to Sierra Madre Canyon Park and with it the birds to sing, children to laugh and grown ups to play and enjoy life. Records in the office of Building Inspector A. M. Udell indicate that the Canyon is getting more than its proportion of the new buildings being erected in Sierra Madre this year and summer cottages which in times past have been closed most of the time are now showing signs of housing human beings with increasing frequency.

Theoretically this is the dull season of the year. The summer is the lively time in the canyon community, and if the activity of the coming summer can be judged by the activity of this season, there will be no lack of interest and prosperity for the canyon people. Miss Laura Cadmus reports an increasing interest in canyon real estate with several good sales recently and a number of long leases which will keep many of the summer cabins occupied for several months. The week end rental business is also heavy for this season of the year.

Summer Dances
W. D. Richards of the Trail store is planning his regular open air dance programs for the coming summer months and is expecting larger crowds than these popular entertainments have yet enjoyed. Last year the crowds at the dances were good in spite of the various catastrophes which happened to Southern California and resort operators in particular.

The street work in the canyon will not start for some time, according to an announcement from the city hall. The bonds for the improvement of the canyon streets are being prepared and will be offered for sale in a few weeks. At present the city engineer is making a check of the specifications and getting his part of the work in readiness for the issuance of the bonds. It is understood that actual construction work will not be started before fall, which will not interfere with the summer business of the canyon.

W. J. Stevenson of the Canyon store reports a good business nearer like the summer season than any of the previous years. Mr. Stevenson has been operating a general store in the canyon for more than four

years and has seen the neighborhood grow from a sparsely settled park to a community with houses and cabins almost as close together as comfort will permit.

Swimming Soon
The canyon has always been noted for its hospitality but recently everyone has been so busy with his own affairs that the social side might be considered at least partially in the background, but last week Mrs. A. M. Scott broke the ice with a big birthday party in honor of her husband, at which about one hundred friends and neighbors were present. The occasion was typical of the canyon folk and everyone cut loose and had the best time ever. As a result of this party, other get-together occasions are being considered and it will probably only be a question of a short time till the attractive clubhouse will be the scene of frequent festive occasions.

It is still a little too cool for swimming but it will not be so very long before Manager C. E. House has his pool filled with water and the kiddies and grownups will have an opportunity to bathe in Sierra Madre's biggest asset, pure mountain water.

Spring is coming to the canyon with and with it new life, hopes and ambitions. It has always been beautiful. It has always been popular, but those who live there believe that in the future it will be made even more beautiful and more popular.

Local Stars To Appear in New Show

St. Patrick's day will be celebrated in Sierra Madre by the introduction of "The Scheming Lieutenant," a costume comedy staged under the auspices of the Ladies of St. Rita Altar Society and under the direction of Mrs. J. Glenwood Jones. The place is the Woman's Club and the time 8 o'clock, Tuesday, March 17.

"The Scheming Lieutenant" will without doubt add one more laurel to Sierra Madre's already overloaded histrionic brow. The men of the cast will be led by Jack Buchan, whose reputation in local theatrical circles is already made. Jack as the auburn-haired lieutenant will prove an excellent characterization of flaming youth. The feminine lead is taken by Mrs. R. M. Finlayson, also well known on the local stage. Mrs. Finlayson won a reputation that is permanent as Mrs. Vine, the mother of the great Wistaria, in a burlesque about a year ago.

Mrs. Glenwood Jones needs no introduction to the community. She has recently returned from France and Italy, where she has been studying the drama and her production of the Shakespearean pageant for the Woman's club and the Christmas pageant at the Congregational church have been red letter days for the community.

The ladies of St. Rita are to be complimented upon their enterprise in getting together this group of people so capable of providing an evening's entertainment for the community, the proceeds of which will go to a worthy cause.

The music will be English and Irish, the kind that everyone knows. There will be a dance immediately following the show. Admission for both show and dance will be 75 cents. Tickets may be purchased at Norris' store, Woodson Jones' store, and at the Trail store.

Telephone Company Will Publish New Directory of City

Sierra Madre will soon have a new local telephone directory. O. E. Emley of the Sierra Madre Telephone company placed an order with the News for printing the new edition which will be ready for distribution within a few weeks. The advertising in the new book will be handled by Mr. Emley and advertisers who desire space should get in touch with him at once.

In order that the directory will be as nearly up to date as possible, Mr. Emley is anxious to have all changes which are being considered for the near future, recorded at the office of the telephone company.

J. J. Snow, 553 West Live Oak, is building a new garage at his home.

New Church Campaign Is Recommended

A campaign for funds for the building of a new Congregational church will be started at once, according to instructions given the board of trustees at a meeting of the membership Sunday morning. The church did not commit itself to a definite building program but to canvass the situation to see how much might be expected from the community and other sources before any arrangements are made for the actual building of the church.

Plans submitted by the church building committee call for a structure which will cost about \$50,000. It is believed that this amount can be easily raised and this is the tentative goal to which the campaign committee is striving. The plan as planned calls for a large auditorium, and a church school department, which is designed to meet all the needs for religious education. A wash drawing of the proposed edifice is on display at the church and has attracted favorable comment from many who have examined it.

The proposed new church will be located at the corner of Hermosa and Central avenue, and will be one of the most beautiful buildings in the city. It is claimed that the building from the standpoint of community advertising alone would be well worth its cost. The architecture is such that it blends into the setting provided for it by the mountains and valley.

Those present at the meeting Sunday morning were warm in their expressions of enthusiasm for the new church. There were no speeches in opposition to the move and many people spoke in favor of it. Several who said they had previously been opposed to the building of a new church rose and stated that their objections now had been removed and that they were heartily in favor of the proposed campaign.

The resolution was passed by E. E. Bacon, who reported as head of a committee appointed to investigate the situation and report as to the advisability of starting a campaign at this time.

Mr. Bacon said that after going thoroughly into the situation, he was convinced that the time for building was at hand and that the obstacles which at first appeared to be in the way were not of any serious consequence, and would naturally work themselves out as the plan developed.

FIFTY PER CENT MORE BUILDING HERE THIS YEAR

The building permits for the City of Sierra Madre were nearly 50 per cent greater the first two months of this year than the two corresponding months of last year. January and February of 1924 totaled \$86,092, while the same months of this year totaled \$126,972. The February permits totaled \$36,362, which was much lower than January's total, but the permits for January broke the record of any previous month. February is usually a lean month in building, due to the nearness of assessment time. Real estate men say that building always picks up again after March 1, as all property is assessed as of that date. The permits for the month follow:

L. Setiz, 243 Grove St.	\$150
A. L. Kemper, 157 Esperanza	400
L. S. Griswold, S. M. Canyon	300
L. Nick, 550 W. Highland	175
H. R. Middaugh, 201 W. Highland	3,000
F. X. Schreiner, 718 Manzanita	4,000
Lindley Eddy, 359 N. Grove	100
C. J. Harriman, 154 W. Central	100
Daniel Shillings, S. M. Canyon	3,000
W. E. Pratt, 667 W. Gd. View	3,000
G. Picard, 15 E. Mira Monte	100
A. T. Blum, 268 W. Laurel	250
Mrs. E. C. Moore, 324 Canyon	350
Mrs. M. E. Cameron, 113 S. Her	500
A. R. Hinton, 154 E. Montecito	300
M. G. Tetterington, 102 N. Lima	500
James Laidlaw, 175 N. Lima	3,000
Ole Hanson, 527 Manzanita	3,200
Ole Hanson, 535 Manzanita	3,200
G. B. Langworthy, N. Sun'side	2,737
Bassett & Washb'n, 326 E. Cen.	8,000

Business is good in Sierra Madre, according to John H. Osgood, well contractor and real estate man. Mr. Osgood reports that the contracting, real estate and building and loan business keeps him busy all day and often some of the night. He is located at 617½ West Montecito.

Mr. and Mrs. Harry D. Chappelle of Bakersfield spent the week end in Sierra Madre visiting Mr. Chappelle's aunt and uncle, Mr. and Mrs. W. J. Lawless.

Wistaria Fete Postponed Till Saturday, March 21 Because of Cold Weather

The Wistaria Fete which last week was announced to begin Saturday, March 14, and last until Sunday, March 29, has been postponed a week because of the cold weather. The new dates are from Saturday, March 21, to Sunday, April 5, inclusive. This will insure the visitors the best that the famous Wistaria vine has to offer in the way of coloring and mass bloom and will give the ladies a better opportunity to serve the guests.

Through the cooperation of the chamber of commerce committee, the membership of which is Ray A. Grant, George Norris and Frank Gibson, advertising has been distributed throughout most of the towns of Southern California, and publicity has been sent to all the newspapers within a radius of 40 miles. This includes stories to 66 small town and community papers and all the dailies of the larger cities. The committee has also arranged for the free distribution of post cards upon which invitations to the fete are printed. These may be had by calling at the office of Mrs. N. M. Mesecar.

Traffic System
A. M. Udell and his helpers have been busy at odd times furnishing the ladies with decorations of palm fronds and other things necessary in creating the bazaar effect around the booth. He will also assist in directing the traffic to and from the vine and in the parking. There is also a committee of residents and business men of the community who are contributing the use of their cars for one of more days during the fete. The boy scouts will also assist as helpers in the various places where good legs and alert minds are an asset.

Many Ladies at Work
The various committees from the Woman's Club, in charge of the booths and other activities have reported that they are all ready for the crowd to begin coming. Mrs. John Osgood has a good supply of tea and dainties on hand for the afternoon refreshments. Mrs. W. H. Ingraham and her committee have thoroughly rehearsed their part as hostesses de luxe. Mrs. Homer Glidden has an excellent line of novelties in stock. Mrs. W. S. Hull is amply supplied with pictures and photographs of the vine, Mrs. C. G. Hawkins and

Miss Hilda Caley have their ice cream ordered. Mrs. George Blakeslee and her committee have the tables all arranged and ready to be spread with the luncheon which Mrs. Walker and her committee has prepared to be served by Mrs. M. D. Welscher and her bevy of waitresses. Mrs. Louis Dietz, who has charge of the cooked foods, is ready to open for business, and Mrs. W. S. Andrews will be there with orange flowers and orange peel. Mrs. Ole Hanson, Jr., is to be in charge of a new concession, that of Wistaria perfume. This is a new brand and can be procured only in Sierra Madre. Mrs. Tom Henderson has her scales and boxes all prepared for a big rush on the candy booth and Mrs. Elmer Green has her pencil and wits all sharpened to see that the town and club get all the publicity that is coming to it.

Many Thousands Expected
Last year it is estimated that more than 30,000 persons visited the vine while in bloom and the crowd this year is expected to far outnumber that of last year. Though the affair last season was voted a success in every way, the cold weather put considerable handicap on those in charge and doubtless was responsible for a great many visitors remaining away and for the cutting short of the stay of many others. From all indications the weather this year will be more favorable and the crowd will be accordingly larger and more easily served.

The vine will be especially beautiful this year and has made considerable growth, which will be filled with blooms. Mr. Fennel has been working for weeks getting his vine in condition to display to the public and has done a very fine job of it.

There are two shades of lavender in the blooms, a very dark and a lighter shade, and the clusters are much larger than those usually found on Wistaria vines. Rose vines have been planted to mingle with the vine and the colors of the roses have been carefully selected so as to give the proper coloring to the entire setting. The ladies will be dressed in keeping with the color setting established by the Wistaria vine and its associates of the rose family.

Would Buy Club Site of Firemen

A meeting of the board of directors of the Sierra Madre Firemen's club was held Wednesday evening at the city hall to discuss the proposition submitted by Charles Kersting to purchase the lot owned by the club for a consideration of \$4,000. This offer raises a former offer of \$2,000.

There was considerable discussion among those present as to whether or not the club has a right to dispose of the property as it is obligated to house the department for a period of ten years and if their contract cannot be fulfilled the lot must be turned back to the city. It seemed to be the general consensus of opinion that the price offered was much too low and that the offer should not be considered.

A meeting will probably be called in the near future at which both the club directors and the board of trustees will be present and discuss a policy for the disposition of the property involved. There are some who believe that the site should be reserved for a city hall and that bonds should be voted at once for the erection of a suitable city building on that site. Others seemed to feel that the building of a city hall would not be advisable at this time. However, everyone agreed that some definite policy regarding the firemen's club property should be adopted at once and suitable disposition made of it as soon as possible.

Mr. and Mrs. Edward J. Stormer and son, Edward, Jr., arrived in Sierra Madre Wednesday morning from Racine, Wis. Mr. Stormer has been a chemist for the Case Mfg. Co. at Racine for twenty years but has severed his connection with them and will make their home in California. They are stopping for the present with Mrs. Stormer's aunt, Mrs. Mary E. Richards, at 58 West Grand View.

PROPOSED NEW NATIONAL BANKS FOR THIS CITY

Sierra Madre may have a new bank in the near future, according to reports which continue to be circulated around the business district. The organizers of the new institution have been in Sierra Madre for several weeks interesting local people in the proposed bank and it is understood that the tentative organization is already complete, and that an application for a charter for a National bank under the name of the Security National Bank, has been applied for. The National bank examiner will investigate the territory before a charter is approved, which will probably occupy a period of several weeks.

Another group of bankers have asked the comptroller of currency in Washington that the name, Sierra Madre National Bank be reserved for another institution. It was not learned whether those connected with this last named project have made any definite plans for the organization of a bank but their request was at least evidence that such a step had been considered.

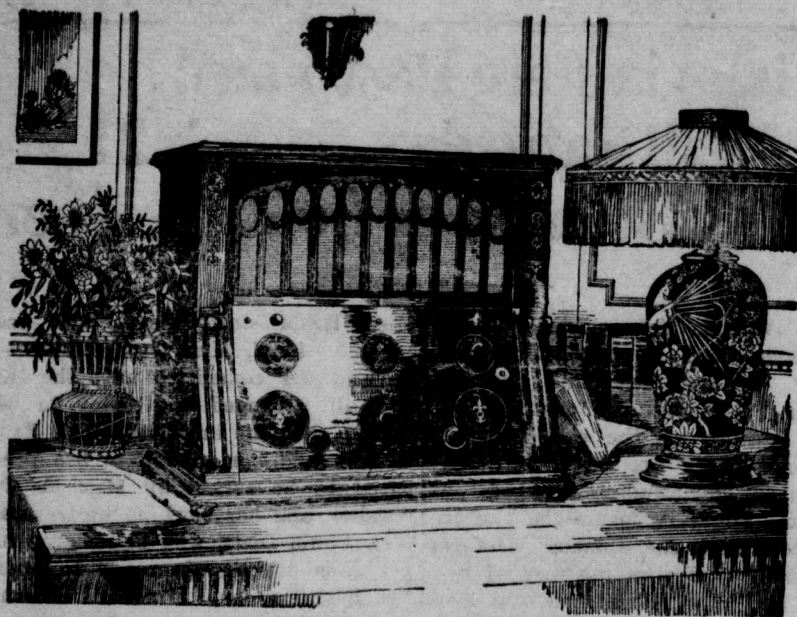
LOCAL LEGION AUXILIARY TO BE INITIATED

The women of the American Legion Auxiliary will be initiated into the order on Thursday, March 26, by the Monrovia Unit at Monrovia.

The members of the Legion Post and the Auxiliary are requested to meet at the Park House at 7:30 and go to Monrovia in a body. The Monrovia Legion Post and Auxiliary have made arrangements for a dance or entertainment of some sort after the initiation.

It is very urgently requested that all applications be turned in as early as possible and all other eligible women to get in touch with Mrs. Ora Olsen, Green 38.

SURE-FIRE IN RADIO



You can't make a mistake if
you buy a

RADIOLA X

Tone and Quality Unexcelled
New Price—\$161.20
(Formerly \$256.10)

Easy terms if desired

G. I. FARMAN
SIERRA MADRE ELECTRIC CO.
Main 120—Opposite P. E. Station

ROBERTS HAVE
BIG OPENING
DAY SATURDAY

The new vegetable market which was opened Saturday in the Sam Seelig store by Mr. and Mrs. Harold Roberts did an excellent day's business, according to the report of the new proprietors. The stand had been completely stocked with fresh, carefully selected fruits, vegetables and flowers and before closing time the stock had been completely wrecked by shoppers. The stock was much larger than was thought necessary for the biggest possible day's selling, Mrs. Roberts said, but they would have been able to sell even more if they had been provided with stock.

With the good start obtained on last Saturday and the continued encouragement, the new market is laying in a heavier supply to meet the coming demands and using the same care in selecting the best of everything so that friends and patrons will not be disappointed when they call at the new stand.

Reports that Sierra Madre cannot be reached by Western Union are not correct, according to O. E. Emley of the local telephone company. Eastern offices which have refused to take messages for Sierra Madre were doubtless misinformed or confused because the local telegraph messages are received and sent through the Pasadena office. Telegrams will be taken or delivered in Sierra Madre any time of the day or night, Mr. Emley says.

Makes Auto go 49 Miles
on One Gallon of Gas

SIoux FALLS, S. Dak.—James A. May of 4404c Lacotah Bldg., has perfected an amazing new device that cuts down gas consumption, removes all carbon, prevents spark plug trouble and overheating. Many cars have made over 49 miles on a gallon. Any one can install it in five minutes. Mr. May wants agents, and is offering to send one free to one auto owner in each locality. Write him today.

FROM NECKTIES
TO OVERCOATS

Captain Klean will keep your wearing apparel fresh and always ready for use. Call him up at the—

SIERRA MADRE TAILORS

W. E. CRAIG
Blue 194 14 W. Central

Her surprise—Their
VICTROLA!

There is no end to the interest, the novelty, the entertainment in a Victrola. Each new Victor Record you hear is something absolutely new—a real surprise.

We want you to know about our Club Ownership Plan. You get your Victrola right away. You pay for it on extremely easy extended payments. Why not today?

Woodson F. Jones
31 N. Baldwin—Main 182

Wistaria to
Offer Three
Fine Shows

"Greed," the long-awaited Erich von Stroheim production of the famous novel, "McTeague," by Frank Norris, opens at the Wistaria theater Sunday, Monday and Tuesday, March 15, 16 and 17. It is without doubt the greatest of realistic pictures, according to reports, and should be seen by everyone who believes in the artistic progress of the screen. The story of the San Francisco dentist brought to his downfall by an avaricious wife is stark naturalism at its best. In the cast are Gibson Gowland, ZaSu Pitts, Jean Hersholt, Chester Conklin, Hughie Mack, Dale Fuller and Frank Hayes. The adaptation was prepared by June Mathis and the director himself. "Greed" is a Metro-Goldwyn picture presented by Louis B. Mayer.

All references to "That Poor Little Rich Girl" are now distinctly out of order. For Lillian Rich of filmdom now bids fair to become some day that rich little Rich girl. She is the latest Cecil B. DeMille "discovery" and was picked for the lead in his new Paramount picture, "The Golden Bed," from a field of forty applicants. "The Golden Bed" is an adaptation by Jeanie Macpherson of Wallace Irwin's novel. Miss Rich is featured in the cast, with Rod La Rocque, Vera Reynolds, Warner Baxter, Theodore Kosloff and Julia Faye.

Methods used by the old traveling circus companies were used during the filming of Zane Grey's "Wanderer of the Wasteland" for Paramount. According to the author's agreement, locations used for filming the picture were selected in the wild country described in the novel. The motion picture company was organized after the model of the traveling circus of the nineties. It moved from place to place in Arizona and the Mojave desert with the complete self dependence of a caravan. Cooks, tents, water supplies and equipment were transported by motor cars.

"Wanderer of the Wasteland" produced by Irvin Willat with Jack Holt, Kathleen Williams, Noah Beery and Billie Dove in the featured roles, comes to the Wistaria on Friday and Saturday, March 20 and 21.

Young-Clark

Mrs. Lillian Winters Young and Herbert Clark were married at the Trinity Methodist church, Los Angeles, Friday afternoon. The ceremony was performed by Rev. Robert Schuler. The bride party was composed of four couples, all the immediate friends of the bride and groom. The altar was prettily decorated with roses and ferns.

After the ceremony the groom was host to the wedding party at a dinner served at the Biltmore hotel, after which the couple slipped away from the party and left on their honeymoon. They expect to return to Sierra Madre the latter part of the week.

Mrs. Clark has been a resident of Sierra Madre for the last seven years and Mr. Clark has also lived here for some time. Both are well known and have a large circle of friends.

MRS. J. B. ROOT
PASSES AWAY
FRIDAY NIGHT

Friends of Mrs. J. B. Root of 389 North Lima street will be deeply grieved to hear of her sudden passing away last Saturday morning of apoplexy. She had been a sufferer with asthma for many years. Living alone, but able to be up and around at her household duties and apparently as well as usual the evening before, laughing and joking with one of her neighbors—before the sun rose the following morning her summons came and she was ready.

Neighbors finding her light burning at noon the next day, investigated and found that she had passed away sometime during the night, after reading a magazine, which lay on the bed beside her.

Mrs. Root was a native of Scotland but lived in Duluth, Minn., for many years. Four years ago she came to Sierra Madre thinking to benefit her health and built her little home on North Lima street among the orange trees she loved so well, and very happy and contented years they were. Although in her seventy-third year she was a woman of remarkable cheerfulness and optimism, always helpful and kind to every one with whom she came in contact, and loved and esteemed by all who knew her. Her passing will leave a void in the hearts of her many friends and neighbors.

Funeral services will be held at the Grant Funeral parlors Friday afternoon at two o'clock, after which the body will be taken to Pasadena for cremation.

G. B. Langworthy is erecting a new garage on North Sunnyside.

"Bill's Bus"—Part V.
"You Can't Keep a Good Car Down"

AND NOW—well, have you seen Bill lately? He's as proud of the ol' bus as a kid with a pair of new shoes. Central Garage did such a thorough job of repairing and putting it in first class shape that Bill hardly knew the bus when he got it back. And the charges were so little, Bill just grinned from ear to ear.

Taillight—The End

CENTRAL GARAGE

Blue 8

FRANK LOVELL

Central and Baldwin

HOME COOKED MEALS

SPECIAL LUNCHEON 65c

Service a la Carte, or Delicatessen

WISTARIA TEA ROOM

BLANCHE I. MUSKRATH
EVA M. HOLBERT

Black 183
78 West Central

P. W. Stowl, assistant manager for the Converse Tire company, has rented the J. Scott Brown cottage in Sierra Madre Canyon Park, known as "Tumble Inn."

Charles Ellis, former owner of the Busy Bee cafe, has opened a grocery store in Phoenix, Arizona, according to word received by friends in Sierra Madre.

RIGHT ON YOUR WAY

Complete Motor Service at the Northwest Corner of
FOOTHILL BLVD. and SANTA ANITA AVE.

ELITE MOTOR SERVICE

Elliott Rhodes & Harry J. Ralston

UNION GAS

SPEED

POWER

Non-detonating gas starts easily
and has the sustaining power
which gives long mileage.

AUTO BEAUTY SHOP—Let us
give your car a steam cleaning and
polish.

CENTRAL GARAGE

PHONE 8
BLUE 8

Central and Baldwin
FRANK L. LOVELL

PATENT LEATHERS

will be popular this season. Buy
yours now and be in style from the
start. New models in one-straps
and oxfords for ladies, girls,
misses and children.

CREPE SOLE TAN OXFORDS
for ladies and girls

MENS' and BOYS' OXFORDS
in the latest tan shades

Quality Shoe Repairing

OLSEN'S SHOE STORE

Green 38

34 N. Baldwin

WARDROBE COMPANIES
Manufacturers of
COTTON GOODS

901 E. 8th St.
LOS ANGELES, CALIF.
Tel. Broadway 2828, Sta. 12

BARBER SUPPLIES		PUBLIC MARKETS	
Barber Towels, per doz.	\$2.00	Duck Waist Aprons.....	.60
Barber Gowns, each.....	2.25	Duck Bib Aprons, each.....	.70
Barber Duck Coats.....	2.00	Bungalow Aprons.....	1.75
Hair Cloths.....	1.25	All these articles made of	
Massage Towels, doz.....	3.25	8-oz. double filled duck.	
CAFE SUPPLIES		Butcher Gowns, each.....	3.00
16-in. Napkins per doz.....	.75	Butcher Coats.....	2.00
44-in. Tops, per doz.....	7.20	Bib Aprons.....	.75
64-in. Tablecloths, each.....	1.75	Hats.....	.60

WRITE US FOR CATALOGUE OR OUR SALESMAN WILL CALL
Send Chest measurement for Coats and Gowns

Dr. Edward A. Fraiberg
OPTOMETRIST

Will spend Tuesdays and Fridays at this
store, and will be prepared to examine
eyes, prescribe and furnish glasses for all
optical needs. Repairs given expert at-
tention.

FRAIBERG CO.

Jewelers

Red 184

18 W. Central

WHAT'S THE USE



NOTICE OF ELECTION FOR TRUSTEE OF ELEMENTARY SCHOOLS

Notice is hereby given to the Electors of Sierra Madre City School District, County of Los Angeles, State of California, that the Annual Meeting for the election of School Trustee will be held on MARCH 27, 1925 (last Friday), at the Public Schoolhouse in said district.

There will be one Trustee to elect for three years.

The polls will be open at 2 o'clock A. M., and kept open until 7 o'clock P. M.

The officers appointed to conduct the election are:

Mildred E. Taylor, Inspector
Ethel H. Hawks, Judge
Anna B. Brandt, Judge.

RICHARD S. JENSEN
MRS. FLETCHER H. WHITE
J. O. SMITH

School Trustees Sierra Madre City School District.
Dated Feb. 23, 1925. 22c24

FIRE FIGHTERS OUT FOR REAL RUN TONIGHT

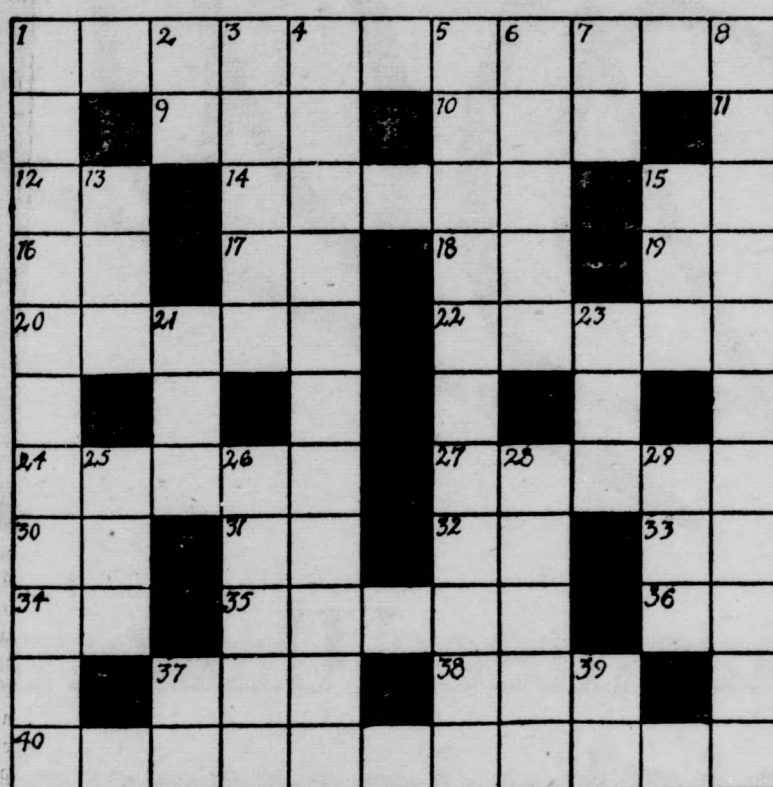
The Sierra Madre volunteer fire department will hold its regular semi-monthly practice drill tonight with a run to Marlborough Terrace on the program. This will be one of the most difficult runs which has yet been tried and an attempt to make a record will be made. Mrs. C. L. Hoover and Mrs. Gruitt will have charge of the refreshments. At the last meeting of the depart-

ment a brush fire was started at the corner of Manzanita and Lima street and the run was made and the fire put out in good time. Eighteen of the 20 members were present. Refreshments were served by Mrs. W. S. Hull, Mrs. C. L. Hoover, Mrs. William Corum, Mrs. Charles Klunk, Mrs. W. A. McTavish, Mrs. E. E. Bacon, Mrs. Craig and Mrs. Frank Barbour.

Church of the Ascension

(Episcopal)
Third Sunday in Lent.
Holy Eucharist 8 a. m.
Church school 9:45 a. m.
Choral Eucharist with sermon at 11 a. m.
Knights of St. Paul, 7 p. m.
The public is cordially invited to worship at all services of this church.

CROSS-WORD PUZZLE No. 29



Horizontal.

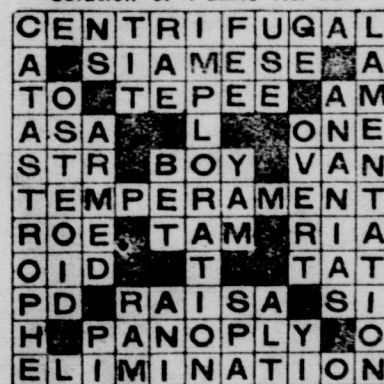
- 1—Makes terms of surrender
- 2—Single
- 3—Self
- 4—Negative
- 5—Projecting ridge or shelf
- 6—Belonging to
- 7—Southern state (abbr.)
- 8—English for having dined
- 9—Preposition
- 10—Exist
- 11—Muse of lyric and amatory poetry
- 12—Member of school of philosophy founded by Zeno
- 13—South American ruminant
- 14—Heavier-than-air flying machine
- 15—Three-toed sloth
- 16—Boy's nickname
- 17—Tallness (abbr.)
- 18—North Western state (abbr.)
- 19—Exist
- 20—Animal fat
- 21—Diphthong
- 22—Part of verb "to be"
- 23—What an Englishman would call an "orac's" foot
- 24—Surrounding condition

Vertical.

- 1—That which can be frozen
- 2—European river
- 3—Opening admitting liquids
- 4—One who abstains from intoxicating drinks
- 5—Preparation and enactment of laws
- 6—One who acts for another
- 7—Preposition
- 8—That which assures a safe passage (two words)
- 9—Implement for rowing
- 10—Japanese sash
- 11—In or after the style of
- 12—Combining form meaning egg
- 13—Recline
- 14—New Zealand aborigine
- 15—Poison
- 16—Single
- 17—Wide street (abbr.)
- 18—Symbol for iron (chem.)

The solution will appear in next issue.

Solution of Puzzle No. 28.



BETHANY TEMPLE

Rev. E. P. Lyon, D. D., Minister.
Sunday School, 9:45 a. m.

Sermon, "Sanctification, What Is It?" at 11:00 a. m.

Sermon, "The Key to the Scriptures," 7:30 p. m.

Teacher Training Class, Tuesday, at 7:30.

Mid-Week Meeting, Wednesday at 7:30 p. m.

Mrs. George Humphries, who has been visiting Mr. and Mrs. Arthur Pratt of Los Angeles since Saturday, returned home on Wednesday.

Mrs. Arthur Pratt of Los Angeles, was the guest of Mrs. George Humphries Wednesday and Thursday.

The Modern Priscillas will meet on Thursday, March 19, at 2:30 p. m. at the home of Mrs. W. J. Miller, 67 West Highland avenue.

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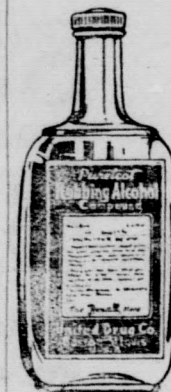
Mrs. Arthur Pratt of Los Angeles, was the guest of Mrs. George Humphries Wednesday and Thursday.

Mrs. Edna Yerxa, local deputy assessor, will keep office hours in the city hall every Wednesday afternoon from 1 to 5 o'clock. Those wishing to declare their property should see her there instead of calling at her home in the evening.

R. W. Ruggles of the Singer Sewing Machine company sales department at Los Angeles, has leased the Rainsback cottage in Sierra Madre Canyon Park and will make his home there.

Dr. and Mrs. Elwood P. Lyon returned Monday from San Jacinto, where they had been visiting friends Mr. and Mrs. George E. Gray, the city engineer. Dr. Lyon lectured there Friday night to a large audience on "Israel's Past, Present and Future." Sunday he preached at the Union church in the absence of the pastor, both morning and evening.

SAVE with SAFETY
at your **Rexall**
DRUG STORE



Puretest Rubbing Alcohol

The great rub-down that tones you up! Makes new life leap through tired, aching muscles. Prescribed by physicians and used in homes, athletic clubs, Turkish baths and hospitals everywhere. 75¢

Sold only at
F. H. Hartman & Son

The **Rexall** Drug Store
Phone Black 25 25 No. Baldwin

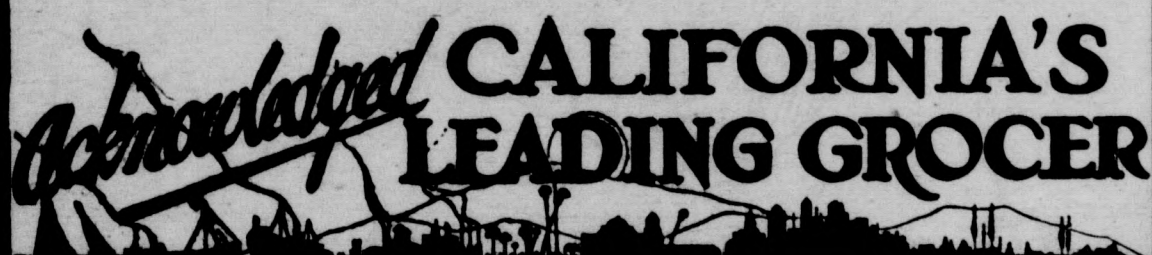
DON'T MISS THE OPENING of the New

FRUIT AND VEGETABLE MARKET IN THE SEELIG STORE, BY HAROLD F. ROBERTS

Saturday, March 14th

Quality Food Stuffs will be sold at the Right Prices
There will be some Special Values, too

CALIFORNIA'S LEADING GROCER



NOTE—

See that the children eat plenty of Prunes during the week of MARCH 9 to 14.

Right Now—

Delicious Evaporated Fruits Are Good for You

Apricots—

EVAPORATED
Extra Choice, lb. 25c
Fancy Moorpack, lb. 32c
Extra fancy Moorpack, lb. 36c

Prunes—

SANTA CLARA
Standard, 3-lb. 28c
Choice, 3-lb. 48c
Extra fancy, per lb. 30c

Peaches—

Fancy Peeled, per lb. 22½c

Figs—

Fancy Black, 2 lb. 35c

Raisins—

SUN MAID—4-LB. PACKAGE
Market Day 39c
15-oz. Seeded or Seedless 11c
15-oz pkg. Cluster 15c

Pears—

Fancy Lake County, per lb. 35c

Laundry Supplies—Special Linit 5c Per Package

CLOROX per pkg. 16c
BLUE 12½c
Mrs. Steward's 38c
AMMONIA
Person's, 23c and

SAL SODA A and H Brand 10c
CHIPSO 23c
Large pkg. La FRANCE Tablets 6c

SAM SEELIG & CO.
CALIFORNIA'S LEADING GROCER

Chaffees
WHERE CASH BEATS CREDIT

SILK LIFE SOAP 5¢

LINIT STARCH Package 6¢

Jersey Corn Flakes 2 pkg 15c

Special CHAFFEE'S Pancake Flour 2 pkgs. 25c

Special LIBBY'S DEVILED MEAT 6 cans 25c

Chocolate Drops, lb. 19c

GINGER ALE CANADA DRY Bottle 25¢
CLICQUOT CLUB Bottle 18¢

INSTANT SWANSDOWN 25¢
HEINZ APPLE BUTTER 32-ounce Jar 47¢

HOOKER'S LYE 3 cans 25c

Chaffees
WHERE CASH BEATS CREDIT

MEATS

Fresh Hamburg .. 15c
Pork Sausage 25c
Rib Boil 10c-12½c
Lean boiling Beef 12½c
Pot Roast 15c-17½c
Rump Roast .. 20c-25c
Rolled Rib Roast .. 25c
Lamb Stew 12½c
Shoulder Lamb 25c
Smoked Shoulder .. 21c
Pure Lard ... 2 lbs. 45c
Bacon in piece 25c
Skinned Hams 33c
(Whole or Half)

Vegetables

SPECIALS

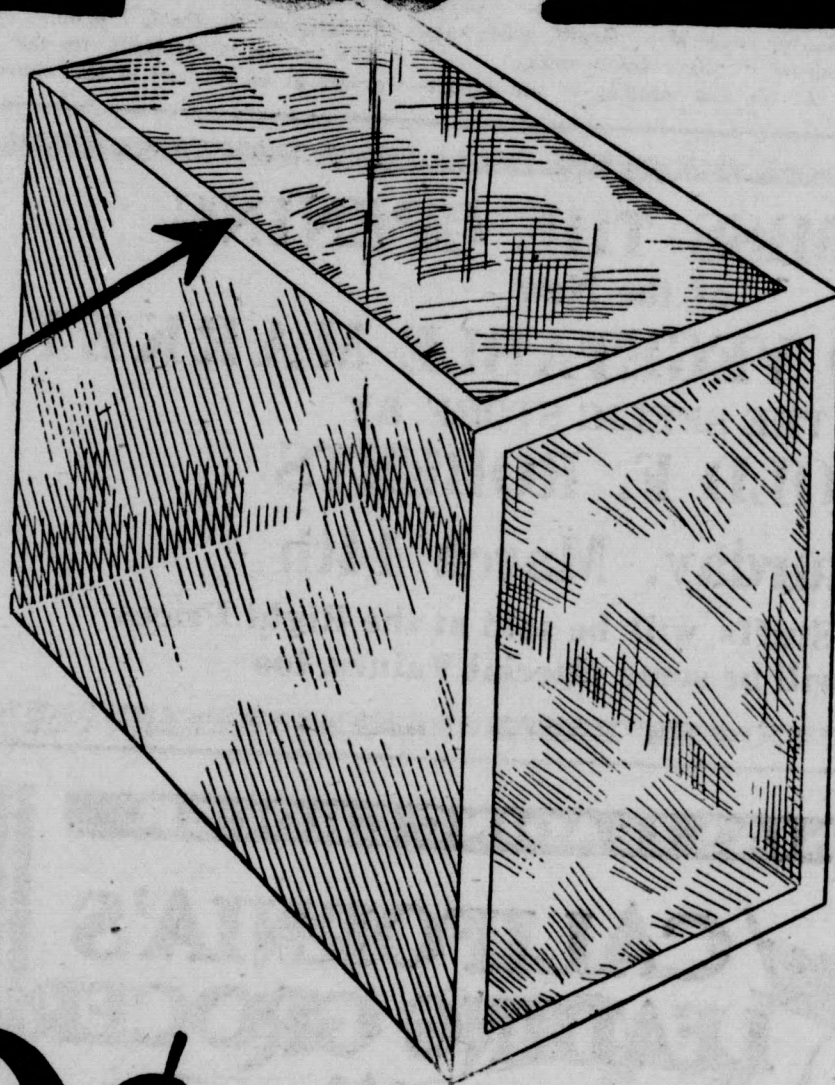
Fresh Peas, 2 lbs. 25c
Turnips, 3 for 10c
Arizona Grapefruit 2 for 25c

Pop's Corn Starch 3 pkgs. 25c

Scored ICE

**Guaranteed Uniform
Weight Insured
by the Border**

SCORED ice is a new step forward in the ice industry—a protection for the customer and for the delivery salesman. Each large block is marked (scored) at the factory when ready for delivery. Uniform 25; 50; 75 or 100 pound blocks are cut to fit your standard ice box. Each time you get exactly the same size and guaranteed accurate weight. There is no guesswork.



**Reduced
Price 60¢ per
100 Pounds**

25 lbs.	15c
50 lbs.	30c
75 lbs.	45c

IN LINE with our established policy to constantly better our delivery facilities and to strive to give complete satisfaction to every customer, we are today beginning the service of SCORED ice.

The time and waste ice that will be saved under this new policy likewise enables us to announce a reduction in the price of ice delivered to your home.

The economy of using plenty of ice every day to protect your health and to keep your food cost down is now more marked than ever before. The service that you will get from this company with this added convenience of scored ice will likewise reduce our deliver cost. We are glad to pass the saving on to every customer.

Every man who delivers ice for this company is a direct employee—paid to give you prompt, courteous service—to see to it that you get uniform, accurate weight. The ice is the purest and finest that modern science of ice making can produce and sold at such a trifling cost that no family can afford to be without it.

Start today if you are not already a regular customer and get all of the benefits and health safeguards that ice—a real necessity—brings to the modern American household.

If you haven't a card to hang out, TELEPHONE and we'll send one at once. Or hail the guardian of health when he passes your door—your ice man.

MONROVIA ICE COMPANY

TELEPHONE MAIN 190
SIERRA MADRE

Mrs. Sam Fienstein is spending a quiet and restful vacation at the Mountain House, 439 North Baldwin avenue. Mrs. Fienstein will stay at this resort several weeks as she finds it the most pleasant and restful of any she has ever visited. Mr. Fienstein will join her every weekend for the next several weeks, when all will return to Los Angeles.

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ORCHESTRA TO

SIERRA MADRE NEWS

SUPPLEMENT



Screen Scrapbook



BEBE DANIELS and RICHARD DIX in
"Sinners in Heaven." A Paramount Picture.



GARDEN TOOLS

There at present, but
farmer soon and you
tools with which to make

anything you want, such as
at \$1.50, \$2.00, \$2.25
at 75c, \$1.00, \$1.25
at 50c, \$1.00, \$1.15
at 10c, 12c, 16c, 17c, 18c
(plugs included)

ALL KINDS

Prices, \$8.50 to \$28.00

Sierra Madre
Hardware Co.

SIERRA MADRE Savings Bank

PAID UP	SAVINGS
Paid Up - -	\$40,000
- - - -	\$18,000

YOUR HOME BANK
Owned and Controlled by
Sierra Madre Residents

OFFICERS

ALLEN, President
S. KERSTING, Vice President
INGRAHAM, Cashier
SEELEY, Assistant Cashier

DIRECTORS

INGRAHAM, C. W. YERXA
N. H. E. ALLEN, C. W. FORMAN

Banking Business Transacted
Paid on Savings Accounts
Mortgages—Travelers' Checks
Deposits and Collections Handled

Exchange 2 27 N. Baldwin

BUILDERS
OF
Pacific
READY-CUT HOMES

earth, and would provide roofs for
over 125,000 modern dwellings.

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For glowing romance and spirited adventure, "Sinners in Heaven," with Bebe Daniels and Richard Dix, is the season's prize offering



The story of a man and a girl swept from society ballrooms to a dangerous tropical isle



Bebe Daniels as the once proud "Barbara" and Richard Dix as her aviator-hero

Guaranteed
Weigh
by t

SCORED
Since ind
tomer and
large block
tory when
25; 50; 75
fit your sta
get exactly
accurate w

Re

IN LINE w
better our
complete satis
beginning the

The time and
new policy like
in the price of

The economy
tect your heal
now more mar
you will get fr
venience of sco
cost. We are
tomer.

"SINNERS IN HEAVEN"

NO more entertaining photoplay has ever been offered to the film public than Paramount's splendid picturization of the prize novel, "Sinners in Heaven," featuring Bebe Daniels and Richard Dix. The book has already delighted hundreds of thousands of readers, and it is certain that the picture will win millions.

Miss Daniels and Mr. Dix, both of whom have recently been rewarded by being promoted to stardom as the result of their magnificent work in this picture, offer you their greatest performances. In entralling fashion, the story tells of a high-born English beauty (Bebe Daniels) engaged to be married to a rich man she cannot love. Always ardent for adventure, she embarks upon the eve of her wedding upon a long distance airplane voyage with another man, a young woman-hater (Richard Dix). How their plane is wrecked in a tropical typhoon, how the pair are marooned on a lonely desert island, how their dislike for each other is gradually melted by the fires of love, and the amusing and terrible experiences they undergo, is most appealingly pictured.

Alan Crosland directed "Sinners in Heaven."



Love scenes under the tropical moon

Filming "Sinners in Heaven" in the picturesque Bahamas



Rescuers appear to take the girl back to civilization—and her wealthy fiancé!



From the famous British prize novel



Gorgeous settings feature this picture



Bebe Daniels and Richard Dix

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NEW

P.U. Earnings
a Business

ORCHESTRA TO
HOLD FORTH IN
BIG CONCERT

Snatched from the protection of society's conventions and flung upon a desert tropical isle—be sure and don't miss "Sinners in Heaven"



The fight between Richard Dix and Montagu Love is a screen classic!



(Left) Lovely Bebe Daniels never looked lovelier



Rescued against her will and torn from the man she has learned to love

Adolph Zukor and Jesse L. Lasky
present
An Alan Crosland Production
"SINNERS IN HEAVEN"
with
BEBE DANIELS and RICHARD DIX
From the prize novel by Clive Arden
Adapted by James Creelman
A Paramount Picture

THE CAST

Barbara Stockley	Bebe Daniels
Alan Croft	Richard Dix
Hugh Rochdale	Holmes Herbert
Mrs. Madge Fields	Florence Billings
Native Girl	Betty Hilburn
Native Chief	Montagu Love
Mrs. Stockley	Effe Shannon
Barbara's Aunt	Marcia Harris



(Right) "It is safer that we do not fall in love"



(Right) "Rescuers!" he cried. But neither one of them wanted to be rescued now!



You will see riotously beautiful tropical backgrounds



Richard Dix, Justine Johnston, Marion Davies, Bebe Daniels, Misses Davies and Johnston were studio visitors



(Left) Ardent love scenes, thrills aplenty—see "Sinners in Heaven"



GARDEN TOOLS

WEATHER at present, but be warmer soon and you need tools with which to make

everything you want, such as
vels at \$1.50, \$2.00, \$2.25
akes at 75c, \$1.00, \$1.25
oes at 50c, \$1.00, \$1.15
er foot, 10c, 12c, 16c, 17c, 18c
(couplings included)

RINKLERS—All Kinds
n Mowers, \$8.50 to \$28.00

Sierra Madre
Hardware Co.

SIERRA MADRE
SAVINGS BANK

COMMERCIAL SAVINGS
Capital Paid Up - - \$40,000
plus - - - - \$18,000

YOUR HOME BANK
Owned and Controlled by
Sierra Madre Residents

OFFICERS

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H. INGRAHAM, Cashier
F. SEELEY, Assistant Cashier

DIRECTORS

KERSTING C. W. YERXA
RTMAN H. E. ALLEN C. W. FORMAN

General Banking Business Transacted
4% Paid on Savings Accounts
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Escrows and Collections Handled

Exchange 2 27 N. Baldwin

BUILDERS OF **Pacific** READY-CUT HOMES

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Happiness and Morality
The more we reflect, the more we find that happiness is exclusively a product of the moral life. Material conditions undoubtedly contribute to it, as rain and fine weather increase the fertility of the soil itself.—Jean Finot.





Richard Dix starts the ball rolling for the nation's protection

(Right)
"Be properly equipped for meals afield or at home," says Richard Dix



(Left)
Radio rescues Miss Daniels and Mr. Dix in "Sinners in Heaven"



(Above)
Bebe Daniels likes pretty jewelry



(Right)
In Bebe Daniels' kitchen

SIERRA MADRE DIRECTORY

SIERRA MADRE TAILORS
CUSTOM TAILORING—DRY CLEANING
Remodeling a Specialty
Work Called for and Delivered
Phone Blue 194
W. E. CRAIG, Prop. 14 W. Central

PETTITT'S NEWS STAND
Candies Ice Cream Tobacco

WOODSON F. JONES
Kodaks, Victrolas, Stationery
31 N. Baldwin Ave. Main 182

L. C. TUCKER, Jeweler
Diamonds, Jewelry and Expert Repairing
18 W. Central

O. A. BERGIEN
Awnings, Window Shades, Curtain Rods
41 North Baldwin Blue 75

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NEWS WANTADS—

provide a wonderful marketplace for everything. They bring results.

Try them.

Phone Black 42

Sierra Madre News

FAIRVIEW RABBITRY
Rabbits for Meat, Fur and Breeders
Phone Red 217—391 Grove St., N. of Grandview

SIERRA MADRE ICE COMPANY
97 East Montecito
Main 50

Wistaria Theater

Phone Green 36
PROGRAM

MARCH 6 TO 14

Friday, Saturday and Sunday, March 6-7-8

DOUGLAS FAIRBANKS, in
"The Thief of Bagdad"

Matinee Saturday 2:30—Sunday 2:30

Monday and Tuesday, March 9-10

"Sinners in Heaven"

BEBE DANIELS—RICHARD DIX
From the action shown in this picture, you can know that Robinson Crusoe had a quiet, easy life in comparison
COMEDY—"NO BRAINS"

Wednesday and Thursday, March 11-12

"Excuse Me"

The Year's Funniest Comedy
NORMA SHEARER, CONRAD NAGEL, REENEE ADORÉE, WALTER HEIRS, JOHN BOLES and EDITH YORK

Also "Mother"

One of the most beautiful subjects ever presented.
Taken from the Famous Painting by Sir John Lavery.

Friday and Saturday, March 13-14

JACKIE COOGAN, in

"The Rag Man"

Remember Jackie in "The Kid"? You should see him in "The Rag Man." A story of a kid on the sidewalks of New York.
Also BILLY FRANEY COMEDY
"CAUGHT IN A CABARET"

H. G. Seifert at the Organ

TWO FULL SHOWS EVERY NIGHT

First show 7 p. m.—second 8:45
Matinee Every Saturday, 2:30

OLSEN'S SHOE STORE
Good Shoes and Shoe Repairing
34 N. Baldwin Ave. Green 38

SIERRA MADRE HARDWARE CO.
Hardware, Plumbing and Paints
31-35 West Central Main 98

NORM'S GARAGE
22 East Montecito Black 164
Residence Blue 210

Sierra Madre Paint and Paper Store
Glass, Oils, Wallpaper, Picture Frames
41 North Baldwin Blue 75

DRAMAN'S SHOE SHOP
Shoe Repairing and Men's and Children's Shoes
22 North Baldwin

ELKIN FEED AND FUEL
Garden Seed, Fertilizer and Transferring
Phone Black 22 43 North Baldwin

For space in this Business Directory see
Advertising Manager
SIERRA MADRE NEWS

NEWS WANTADS—

10c per line for one insertion.

Three insertions for the price of two if ordered in advance.

Phone Black 42

Sierra Madre News

SIERRA MADRE FEED AND FUEL
97 East Montecito Main 50
Transfer, Moving and Storage

Made in U. S. A.

SIERRA MADRE

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a Business

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HOLD FORTH IN
BIG CONCERT

SIERRA MADRE NEWS

SUPPLEMENT

Screen Scrapbook



CECIL B. DE MILLE'S "The Golden Bed"
A Paramount Picture



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RINKLERS—All Kinds
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tral
08

Sierra Madre
Hardware Co.

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COMMERCIAL	SAVINGS
ital Paid Up - -	\$40,000
plus - - - -	\$18,000

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With characteristic lavishness of gowns, girls and settings, Cecil B. De Mille has picturized the year's most startling novel of marriage "The Golden Bed"

The Candy Ball, in "The Golden Bed," is De Mille's most spectacular scene



(Below) Henry Walthall, the famous "Little Colonel" of "The Birth of a Nation," has the rôle of the father of "Flora Lee," the flirt



The girl whose beauty acts as a drug upon the hearts of men



Lillian Rich, who plays a leading rôle in "The Golden Bed" and whom Cecil B. De Mille hails as "the greatest star find since Gloria Swanson"



"THE GOLDEN BED"

FOR his newest superentertainment, Cecil B. De Mille has chosen Wallace Irwin's brilliant and dramatic novel of American marriage and morals, "The Golden Bed." It is beyond a doubt the finest De Mille picture since "Manslaughter."

"The Golden Bed" is the story of two sisters, daughters of a fine old Southern aristocratic family, and their relations with a man who rises by his own efforts from "po' white trash" to the position of the financial giant of the city. One sister is a bewitching, pampered siren to whom the very breath of life is wealth, extravagance and the love of many men. The other sister is equally beautiful, but unselfish and resourceful. When the family fortunes fail, the lovely vampire lavishes her charms upon the self-made millionaire, for, though she doesn't love him, she cannot endure the thought of life without luxury. But the unselfish sister has learned to love this same man. A dramatic conflict ensues that is fought against a background of high society life interesting in the extreme.

Two alluring ladies, Lillian Rich and Vera Reynolds, play the rôles of the sisters, and Rod La Rocque is the man. Other members of the cast are listed on the page opposite. Big scenes in the picture include a magnificent "Candy Ball," a clash between rival lovers on the highest peak in the Alps, a daring horseback ride up a flight of fifty steps by dashing Lillian Rich, and other eye-filling episodes in the usual spectacular De Mille manner.



Rod La Rocque has the rôle of "Admah Holtz," who loses his hard-earned fortune and his flirtatious wife, only to win greater happiness

Vera Reynolds, female star of "Feet of Clay," is pretty as ever in "The Golden Bed"



The heiress of the aristocratic House of Peake (Vera Reynolds) falls in love with the man who delivers the wedding ice-cream (Rod La Rocque)

(Below) You may hate every selfish hair in the golden head of lovely "Flora Lee Peake," but her every move is a joy just the same!



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Mrs. Sam Feinstein is spending a quiet and restful vacation at the Mountain House, 439 North Baldwin avenue. Mrs. Feinstein will stay at this resort several weeks as she finds it the most pleasant and restful of any she has ever visited. Mr. Feinstein will join her every weekend for the next several weeks, when all will return to Los Angeles.

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J. J. Allan is remodeling his cottage in Sierra Madre Canyon Park.

Norm Morrison narrowly escaped serious injury while working on a car Sunday morning. He was working on the engine while it was running and his sleeve caught in some of the mechanism and if the material had not given way easily the results would have been serious.

SIERRA MADRE

NEW

P.U. Earnings a Business

ORCHESTRA TO HOLD FORTH IN BIG CONCERT

See the dazzling Candy Ball, the millionaire society wedding, the fight on the Alpine crag, the newest gowns from Paris, the latest De Mille triumph—"The Golden Bed"



Even marriage to a Spanish prince does not satisfy the infatuated "Flora Lee," always seeking new men to conquer



The society wedding in "The Golden Bed" is a brilliant high spot

(Right) The Girl of the Golden Bed starts making monkeys out of men even as a small child



If "Flora Lee" wounds the hearts, "Margaret" (Vera Reynolds) is always there to heal them



Jane Winton, late of the "Ziegfeld Follies," is a member of this all-star beauty cast



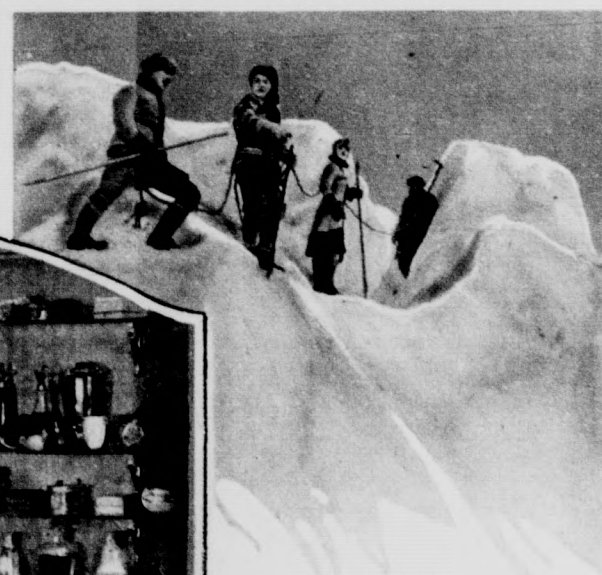
Adolph Zukor and Jesse L. Lasky present
CECIL B. DE MILLE'S
Production

"THE GOLDEN BED"
Screen play by Jeanie Macpherson
Based upon Wallace Irwin's novel
Published serially in "Pictorial Review"

A Paramount Picture

THE CAST

Flora Lee Peake.....Lillian Rich
The golden girl of many loves
Margaret Peake.....Vera Reynolds
The woman who gives
Admah Holtz.....Rod La Rocque
A giant in finance, a child in love
Colonel Peake.....Henry Walthall
Once a proud Southern aristocrat
Marquis de San Pilar.....Theodore Kosloff
Flora adores his title—for a while
Savarac.....Robert Cain
Flora loved this firebrand, too
Bunny.....Warner Baxter
Caught in the coils of her golden hair
Mrs. Holtz.....Ethel Wales
The iron in Admah came from her



A scene in "The Golden Bed" actually played on the highest peak of the Sierra Mountains



"Admah Holtz" (Rod La Rocque) has his comedy touches as he aspires to become a gentleman



An armory of perfumes and rouges to adorn De Mille's fairest heroine



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WEATHER at present, but will be warmer soon and you need tools with which to make n.

everything you want, such as
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Hoes at 75c, \$1.00, \$1.25
per foot, 10c, 12c, 16c, 17c, 18c
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earth, and would provide roofs for over 125,000 modern dwellings.

Hardware Dealer's Duty
In a political campaign the hardware dealer has his duty to perform as a citizen. He should be a leader of progressive thought in his community. He, above all, should base his judgment on fact. He should separate the facts from the chaff, and the principle from the blather. Having done so, he can then use his influence quietly for worthy candidates, for sound principles and new hopes, keeping free from passion and personal offenses. Heated arguments have never helped a merchant—neither have they ever converted anyone.—Good Hardware.

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Florence, "Lady of the Night."
Starting Monday, Pasadena, "The Price of Pleasure."
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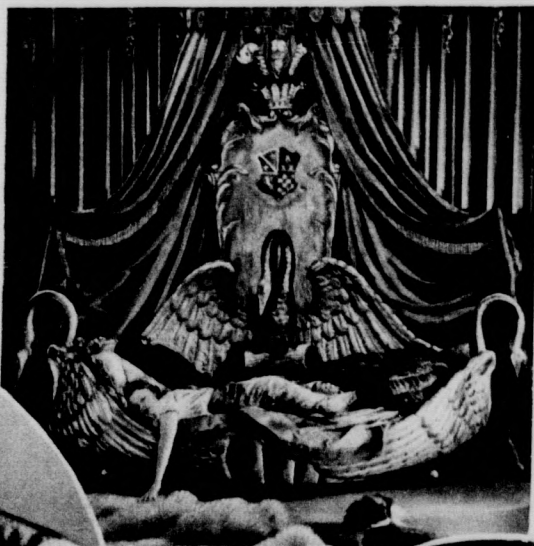
Happiness and Morality
The more we reflect, the more we find that happiness is exclusively a product of the moral life. Material conditions undoubtedly contribute to it, as rain and fine weather increase the fertility of the soil itself.—Jean Finot.

TO RENT IT TO BUY IT TO GET A JOB TO HIRE HER TO TELL IT TO HIRE HIM TO FIND IT

Use A Want Ad



(Left) Is there "some class" to YOUR favorite candy and soda store?



(Right) Golden beds may not be the most comfortable to sleep on



Vera Reynolds is a star in the kitchen as well as on the screen



The grocers have a good patron in Cecil B. De Mille



Is Rod working on his laundry list?



The thrill of a lifetime—when he shows her the ring

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Wistaria Theater Phone Green 36 PROGRAM

March 14 to 21

Friday and Saturday, March 13-14

JACKIE COOGAN, in
"The Rag Man"

Matinee Saturday, 2:30

Sunday, Monday, Tuesday, March 15-16-17

"Greed"

Eric Von Stroheim's greatest production.
Two years in the making. From
"McTeague" by Frank Norris.
Comedy—"THE PLUMBER"

Wednesday and Thursday, March 18-19

"The Golden Bed"

The Candy Ball a decided novelty. The cast:
Rod LaRocque, Vera Reynolds, Lillian
Rich, Julia Faye, Theodore Kos-
loff, Warner Baxter

Comedy—"NECK AND NECK"

Friday and Saturday, March 20-21

"Wanderer of the Wasteland"

By Zane Grey
Painted Desert of Arizona, and in Death
Valley, California, entirely in natural colors.
Jack Holt, Billie Dove, Noah Beery
Kathlyn Williams, George Irving

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NEW DRESSES—

Both the style and fabric of our new spring dresses are of the newest design and colors. We carry only the dependable makes such as Zukin and Bettermade, dresses that are sure to be made of the best materials, best workmanship and perfect fitting and up to the minute style. Fifty new models just in, no two alike. Broadcloth, Voiles, and fast colored suitings. Prices very reasonable—

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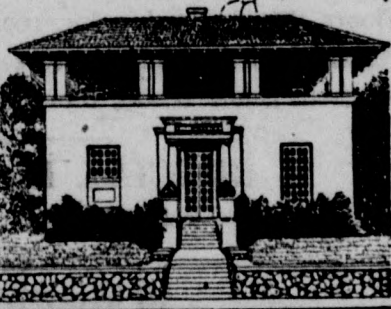
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P.U. Earnings a Business Barometer

One of the most accurate methods of showing whether general business conditions are improving is from the earning statements of your public utilities. This is particularly true of the Southern California Edison company whose electric service is so interwoven with the industrial, commercial and agricultural life of Southern and Central California.

The Edison Company's January earnings show an exceedingly healthy growth over January, 1924.

The gross earnings increased 9 per cent, expenses decreased 4 per cent, while net income increased 23 per cent; and balance available for dividends and depreciation increased 43 per cent.

Notwithstanding the subnormal water conditions during 1924 this company's sales of electrical energy increased 15 per cent over 1923, and with the abnormal operating expense due to producing a large amount of power by steam; the balance available for dividends (including the contingency reserve provided in advance for low water conditions) was 3.6 times the requirements on all preferred stock outstanding during the year. Based on average rainfall the balance available for dividends would have been nearly six times the preferred stock dividend requirements.

This year the rainfall and snow in the High Sierras is already in excess of average conditions at this time of the year, which points to a very prosperous year for this great electric utility.

The Edison company, while it is carrying on one of the greatest construction jobs in the world with consequent heavy yearly financing, has so arranged its program for bringing in new power units as needed that its increase in capitalization each year is offset by corresponding earning power, thus keeping the company on a sound basis.

A side light on the increasing prosperity of Southern and Central California is reflected in some Junior financing just put through by the Edison company. Ten million dollars of their 7 per cent cumulative preferred stock was offered for sale on Dec. 15, 1924, and to date over eight millions of the issue has been sold to the investing public, chiefly in Southern and Central California.

LA GOLONDRINA WILL FOLLOW MISSION PLAY

The Mission Play will close Sunday, April 5. This is the definite news from Old San Gabriel in accordance with the previously announced plan to run but a short season. So that the many visitors to California will not miss an opportunity to witness the famous pageant drama which has played for fourteen years to the delight of over a million people, the management of the Mission Play desires that reservations be made in advance. The many friends of the Play who attend regularly every season are also asked to make reservations early, for the attendance is such as is requiring every facility of the Mission Play to adequately cope with it. Despite these efforts it has been necessary to turn away people at every performance.

Although the run of the Mission Play is being greatly shortened this year to accommodate the work on the new playhouse, there have been so many requests for John Steven McGroarty, author of the Mission Play, to produce the second play of his California trilogy, "La Golondrina (The Swallow)" that he is considering the matter very deeply. If Mr. McGroarty decides favorably, La Golondrina will follow immediately upon the closing of the Mission Play.

Worth Trying, Anyway

There is no preservative and anti-septic, nothing that keeps one's heart young like sympathy, like giving one's self with enthusiasm to some worthy thing or cause.—John Burroughs.

Big Demand for Shingles

Shingles manufactured in British Columbia in one year, placed end to end, would reach over 770,000 miles, or more than 30 times around the earth, and would provide roofs for over 125,000 modern dwellings.

Hardware Dealer's Duty

In a political campaign the hardware dealer has his duty to perform as a citizen. He should be a leader of progressive thought in his community. He, above all, should base his judgment on fact. He should separate the facts from the chaff, and the principle from the blather. Having done so, he can then use his influence quietly for worthy candidates, for sound principles and new hopes, keeping free from passion and personal offenses. Heated arguments have never helped a merchant—neither have they ever converted anyone.—Good Hardware.

ORCHESTRA TO HOLD FORTH IN BIG CONCERT

Conductor John R. Bayley and his Monrovia Community orchestra will give their fourth concert of the season at the Presbyterian church in Monrovia tonight, beginning at 8 o'clock. The orchestra is composed of a number of musicians from Monrovia, Arcadia, Sierra Madre and other foothill towns. Only classic music is played.

Mr. Bayley has developed an orchestra which has attracted no little comment in the communities near by and his concert tonight will doubtless be attended by a large number of Sierra Madre people.

The Program

Marche Slav, P. Tchaikowsky.
Unfinished Symphony (B Minor), F. Schubert.

Aria ((to be announced later)

Mr. Riedel

(a) Vorspiel, Prelude to Lohengrin string orchestra), R. Wagner.

(b) Bridal Chorus from Lohengrin, R. Wagner.

Intermezzo from Ballet "Naila," Debussy.

A group of songs (to be announced later), Mr. Riedel.

Overture, "William Tell," Rossini.

COMING YEAR'S ORANGE MARKET IS LOOKING UP

Prospects for the 1925 orange market show considerable promise, according to observations made in Los Angeles by prominent officials of the California Fruit Growers Exchange.

According to Dana C. King, sales agent of the exchange, both California and Florida shipments of this fruit from February 1, as now estimated, will run 30 per cent less than a year ago. The decrease in the California crop follows the recent cold spell, while the Florida figure is based on the latest crop report from that state, which estimates the total Florida crop as 17 to 18 million boxes.

"With a lessened supply to forward after this month, I can see no reason for anything but a very strong market," states Mr. King. "The situation as to other fruit favors this belief. The apple supply on the market is very much less than normal for this time of the year and prices on this fruit are high.

"In January, which was an extremely unfavorable month from the standpoint of weather, California and Florida together sold more fruit than is usual for this month.

"Sizes, while running small again this season, are still considerably larger than they were in 1924.

"Export shipments are being maintained and 1,000 boxes of oranges went forward to Liverpool on the motorship Lochmonar, Feb. 7."

SCOUT LEADERS' ASSOCIATION TO HAVE DINNER

The March meeting and dinner of the Scout Leaders association of the Pasadena District Council, Boy Scouts of America, which includes all scoutmasters, assistants and troop committeemen in our community is to be held Thursday night, March 19, at the Polytechnic elementary school in Pasadena.

Among other features of the evening will be an illustrated talk on "Desert Flora" by Charles Francis Saunders, eminent authority on plant life, and the author of "Western Flower Guide," "With the Flowers and Trees of California," and other well known books.

Arrangements also have been made for an expert life saver to give a demonstration on the correct usage of the Shaefer method of artificial respiration. In addition to these features, some new Scout songs are to be introduced and sung by the men.

The Scout Headquarters asks that all scoutmasters, assistants and troop committeemen send in their reservation cards immediately.

Pasadena Theaters' Bills at a Glance

Starting today, Raymond, "Charley's Aunt."

Starting Sunday, Strand, "Salome of the Tenements."

Florence, "Lady of the Night."

Starting Monday, Pasadena, "The Price of Pleasure."

Ending today, Strand, "The Swan;" Florence "The Wizard of Oz."

Ending Sunday, Pasadena, Vaudeville and Viola Dana in "The Beauty Prize."

Happiness and Morality

The more we reflect the more we find that happiness is exclusively a product of the moral life. Material conditions undoubtedly contribute to it, as rain and fine weather increase the fertility of the soil itself.—Jean Pinot.



GARDEN TOOLS

COOL WEATHER at present, but it will be warmer soon and you will need tools with which to make garden.

We have everything you want, such as

Shovels at \$1.50, \$2.00, \$2.25

Rakes at 75c, \$1.00, \$1.25

Hoes at 50c, \$1.00, \$1.15

Hose, per foot, 10c, 12c, 16c, 17c, 18c
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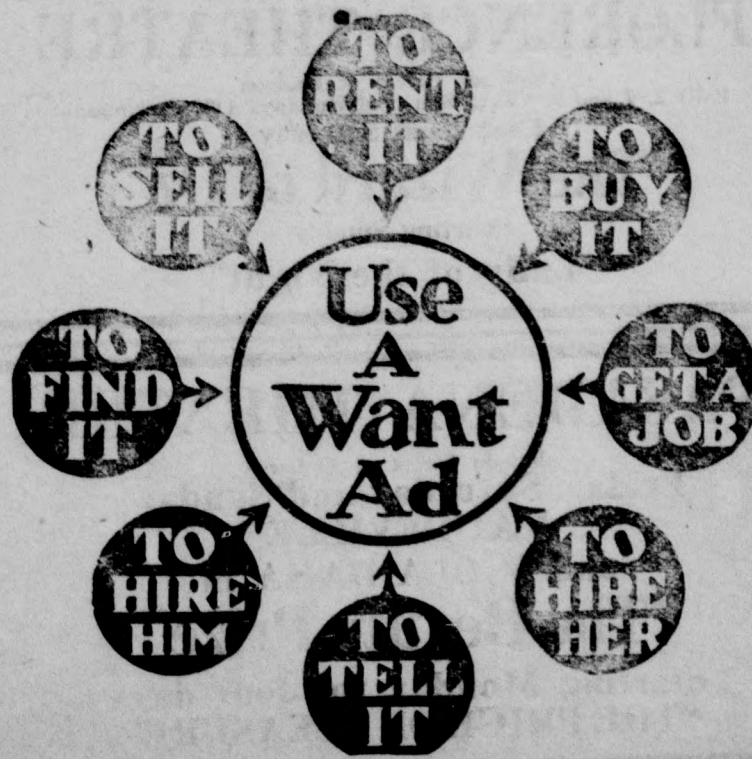
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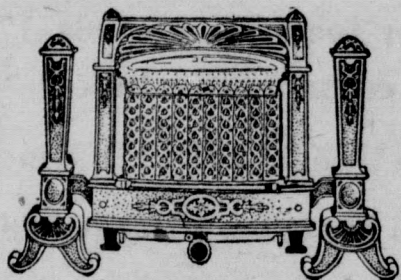
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Our Humphrey Radiantfire and Welsbach gas heaters are ideal for that steady heat required on damp, rainy days.

February weather calls for a cheerful, even heat, that which penetrates every part of the home.

These heaters are an insurance against colds on winter days.

Small payment down, balance long time period.

Southern Counties Gas Company

District Superintendent

PASADENA AMUSEMENTS

RAYMOND THEATRE

Raymond Avenue, two blocks North of Colorado
Daily 2, 7 and 9. Saturday and Sunday, 2:00 Continuous
Last Times Friday

"THE GREAT DIVIDE"

Opening Saturday

"Charley's Aunt"

NEW PRICES: Any seat, any time, 50c
Except Loges, Evenings, 75c

STRAND THEATRE

Colorado Street at Euclid

Daily—1, 3, 5, 7 and 9

Last Times Saturday

"THE SWAN"

Starting Sunday

"Salome of the Tenements"

FLORENCE THEATRE

Colorado Street at Hudson
Daily 2, 7 and 9. Sat., Sun. and Holidays 1:30 continuous
Last times Saturday

"The Wizard of Oz"

Starting Sunday

"Lady of the Night"

PASADENA THEATRE

Colorado Street at DeLacey

Friday, Saturday and Sunday
VAUDEVILLE

and VIOLA DANA in

"The Beauty Prize"

Starting Monday for four days
"THE PRICE OF PLEASURE"

SIERRA MADRE NEWS

Published by
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Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif.,
under the act of March 3, 1879

EDITORIAL COMMENT

Japanese Good Will and Jingo Airplanes

Tsuneo Matsudaira comes as Japanese ambassador to the United States under unusually auspicious circumstances. When his appointment was announced Secretary Hughes departed from precedent to the extent of issuing a public statement expressing his gratification. President went even further and expressed the desire that the new ambassador's arrival in this country be the occasion for a cordial welcome. These utterances involved both personal regard for Mr. Matsudaira and good will toward the government and people he represents.

Coming from one of the influential families of old Japan, Mr. Matsudaira's education and experience have made of him a cosmopolitan of high type. He has occupied various diplomatic stations at home and abroad. He became well and favorably known to American statesmen while serving as chief secretary to the Japanese delegation at the Washington disarmament conference of 1921.

At San Francisco last Saturday Mr. Matsudaira was the guest of honor at a luncheon tendered a gathering of newspaper men by the Japan Society of America. The editor of the News was one of 200 men from all parts of the state who were present. Various prominent San Francisco business men joined in the expressions of greeting and good will; State Printer John King brought a greeting from Governor Richardson, and a cordial letter of welcome from President Coolidge was read. The reply of the ambassador was a model diplomatic utterance.

Far more interesting, however, than the formal expressions of the stated program were the sidelights on the ambassador furnished by a chance table companion. This was a Danish aviator, Mr. Hammer, who will soon attempt for the third time a trans-arctic flight from Norway to Alaska. He is good for a long story of his own. He had just come over from Japan on the same steamer with Mr. Matsudaira and his family. The opportunity for acquaintance made his remarks timely and illuminating. The ambassador with his wife and four children presented one of the finest examples of family life he had ever seen. The oriental stolidity and repression of emotion and affection were replaced by an attitude which would seem natural to occidentals. And in their fine courtesy and consideration for others there was naturalness rather than the formality which sometimes seems artificial. In his breadth of experience, culture and understanding, Mr. Matsudaira seems admirably fitted to interpret Japan to Americans and Americans to Japanese.

Mutual understanding and good will are as influential for peace among nations as between individuals. With such men as Matsudaira, Hughes and Coolidge handling international relations, there seems to be every reason for expecting an era of good feeling on the shores of the Pacific—if only the jingoes would quit conjuring up bogey men.

For instance, maybe you read Brisbane's statement that Japan is producing 500 airplanes a month, with its threat of aggression. As usual, he did not give the source of his information. But Mr. Hammer, the Dane, threw some light on the facts. His own mission in Japan was to purchase a giant plane for Roald Amundson, the explorer. Incidentally, he made a thorough survey of the airplane industry of Japan. Instead of 500 planes, he says the Japanese are not producing 40 planes a month. Maybe he did not see them all, but his statement is just as credible as that of Brisbane. But he is merely a business man and scientist, minding his own affairs and his statement will not be broadcast to combat that of Brisbane, which has already thrown its little scare into the hearts of his jingo followers.

Somebody at the table suggested, in response to Hammer's statements, that when a newspaper publishes something so palpably wrong, it should be compelled to publish a correction. Compelled by whom? No one, in this land of the free! Moreover, that is not the method of that particular cult of journalists. When caught giving a false alarm, the jingo system is not to retract, but to apply a counter-irritant—scare 'em with some other bogey man! But why be concerned over the jingoes? In the end they usually refute themselves. The rest of us merely need the patience in the faith that truth will prevail in the end.

DO THEY LIVE AND LEARN?

All the forestry officials of the west gathered at San Francisco recently for a conference, after which they enjoyed a sham battle with an imaginary fire. We had a sham battle in these parts last summer, but the forest fire was not imaginary and nobody enjoyed it. The coming season may determine whether the service really learned much about fire fighting during the past season. The public seems to waver between hope and skepticism in view of past performances.

Mr. and Mrs. H. R. Yerxa and Mrs. Hugh Duff of Oakland arrived in Sierra Madre Friday to attend the funeral of Mrs. T. E. Yerxa. Mr. Yerxa was a son and Mrs. Duff a daughter of Mrs. Yerxa.

R. J. Wallsworth has added a two and one-half ton truck to his transportation equipment, which he uses in connection with his transfer business and the Sierra Madre Feed and Fuel company.

Albert Wheeling has just completely refinished the interior of the Sierra Madre Paint and Paper store and has his stock rearranged. The new improvement is much more attractive and convenient and speaks well for the progressive spirit of Mr. Wheeling.

Charles Miller of Illinois and the Misses Miller of Georgetown, Conn., were the guests of Dr. and Mrs. W. A. Tate Wednesday.

BARGAINS

ALL THE TIME

Hosiery
for men, women and children

Underwear
for men and boys

Hiking
Work Clothes
for men and boys

Dress Pants
for men

Shirts, Collars, Ties
for men and boys

All at Less than Los
Angeles Prices

Pressing and Cleaning

Open Evenings

SIERRA MADRE
BARGAIN STORE

MAX SILVERMAN

Blue 184

20 W. Central



The L. W. Blinn Lumber Co.

HIGH GRADE BUILDING MATERIAL
Rough Lumber, Finish Lumber, Cement, Lath, Plaster
Wall Board, Sash, Doors, Roofing, Hardwood Floors Laid

FREE PLAN SERVICE

Main 23

East Montecito Ave.

ANNOUNCEMENT

Floors Stippled, oak color, room app. 12x12.....\$ 5.00
Washable Wall Finish, any color, rm. app 12x12..... 6.00
Kitchens Snow White, room approximately 10x10.....25.00

SPECIAL ROOF PRICES

Five-Year Guarantee—Estimates Free

10 Months to Pay

HOUSE PAINTING MY SPECIALTY

Sherwin-Williams Paint Co.

70 Windsor Lane

JOSEPH W. P. CALHOON, Contractor

For—FREE ESTIMATE—Phone Blue 62

RADIO G-A-S

Broadcasting Pep—Power—Pick-up
18½c per gallon at

Wistaria Service Station

42 North Baldwin Avenue

Quick Service

W. MUNRO

COLONIAL THEATRE

Monrovia, California

First Show at 7:00; Second, 8:45 p. m.

Saturday and Sunday Shows Start at 6:00 P. M.

Sunday, Monday and Tuesday, March 15, 16, 17—
"SALOME OF THE TENEMENTS"

A Sidney Olcott production, starring JETTA GOUDAL. A poignant drama of heart-throbs and sympathetic comedy. With the same fine realism and universal appeal of "Humoresque."

A COMEDY.

Wednesday, March 18—

She's on her way here—

"SANDRA"

The Temptress, starring BARBARA LAMAR and BERT LYTEL.

A COMEDY.

Thursday, Friday, Saturday, March 19, 20, 21—

A special feature comedy—

"THE WIZARD OF OZ"

With LARRY SEMON, CHARLES MURRAY, DOROTHY DWAN and BRYANT WASHBURN. The story is known by every man, woman and child in the United States. Come and enjoy the best laugh ever.

A COMEDY.

CROSS WORD PUZZLE.

MILLINERY OPENING

*Mrs. Fannie M. Loveless
wishes to announce the opening of
her millinery shop, known
as the*

POLLYANA HAT SHOP

Monday, March 16th

40 N. BALDWIN AVE.

*Your inspection and
patronage cordially
solicited*

ANNOUNCEMENT

Dr. E. C. PIERPOINT, Optometrist

Is offering the people of this city a complete optical service with convenient and quick repair department. He is the closest optometrist to Sierra Madre.

Eyes Examined--Lenses Duplicated

REPAIR WORK

Located in the Lamanda Park Jewelry Shop
Four doors west of post office

LAMANDA PARK, CALIFORNIA

Phone F. O. 3400

2550 East Colorado

SATURDAY SPECIALS COFFEE CAKE

with date and walnut filling—yum, yum!
in flat cakes, bear claws, etc.

Also

Lemon Cream Pies

Try one for a starter and you will become
one of our regular customers.

Splendid line of all kinds of pastry

Whole wheat, graham and rye bread
a specialty

If our delivery car does not reach you
regularly, let us know

Sierra Madre Bakery

FRITZ OTTO

30 Windsor Lane

Mr. and Mrs. Harold Pegler are the parents of a seven-pound baby girl, born Wednesday morning at the Monrovia hospital.

FRUIT TREES TO PLANT NOW

Ward Avocados, Oranges, Lemons, Grapefruit, Tangerines, Loquots, Apricots, Peaches, Plums, Prunes, Apples, Nectarines, Crabapples, Quinces, Figs, Cherries, Persimmons, Pomegranates, Walnut, and Almonds. Berries, Grapes, Guavas, Asparagus, and Rhubarb.

Ward Nursery
Mt. Trail & Laurel Aves.
Phone Blue 29

Many Things Discussed at Womans Club

After a delicious luncheon served by the Woman's Guild of the Episcopal church, Mrs. Stork introduced Mrs. Lane of Lombard, Illinois, who brought greetings from her home club to this club.

Mrs. Frank Hart gave a very interesting report of Reciprocity Day at the Michillinda club, which she and Mrs. Stork had enjoyed.

Mrs. E. D. Burbank enjoyed a meeting of Conservation Chairmen of Clubs in the San Gabriel valley. She asked members to follow the example of our own board of directors and pay one dollar per capita toward the fund for preservation of the Redwoods. Redwood forests are found only in California and these trees are the oldest living things in the world. They should be preserved.

Madame Osgood enjoyed a Reciprocity Day at San Pedro, where she met many old friends.

Mrs. Swiegle, chairman of "Federation News," spoke briefly of the contents and helpfulness to club members of this Federation magazine.

Miss Wood, a niece of Mrs. George F. Ferris, held the close attention of all present in explaining a comparatively new work, that of the Nursery School movement where children of pre-kindergarten age are cared for and studied. The work of the teachers in charge includes supervised play, rest, proper feeding, and even advising and assisting parent in the discipline of these babies.

Mrs. Allison Gaw presented one of the most interesting afternoon programs of the club year. Mrs. Gaw is a writer of note and after a short discussion of poetry, read some of her delightful lyrics. Mrs. Gaw said, "poetry is picking up;" under the materialism of America is idealism, the real soul of the country. America has great traditions that should be embodied in verse and the so called "new school" has helped to bring this before us even though it has also produced some atrocious verse which it chooses to call poetry. The New England section has given us the greatest modern poets.

Mrs. Gaw's "The Minor Poet," was based on her idea that the modern minor poets are probably preparing the way for a Master American Poet. She also read "Exile," written when she was in Paris and longing for the San Gabriel valley.

Her lyric, "The Pilot," was set to music by her husband, Dr. Allison Gaw, on the occasion of the 50th wedding anniversary of some dear friends.

Daisy Austin Marsden, accompanied by Miss Woodward, sang "The Pilot." Mrs. Marsden quite charmed her audience with her beautiful voice and delightful personality. Among other solos she sang a group of old ballads, an English, an Irish, a Spanish, and an American song, the last musical score being one of Miss Woodworth's compositions.

Mrs. Gaw is president of the Los Angeles Browning society, and at the request of Mrs. Stork concluded her part of the program by reading from Browning.

Club Notes

Due to the cold rains which have retarded the blossoming of the vine, the Wistaria Fete has been postponed one week. The Fete will open Saturday, March 21.

Automobiles are necessary to expedite and make easier the work during the Fete. Will you please advise Mrs. John Osgood of the day you will put your car at the disposal of the committee in charge.

The Drama Section spent a delightful afternoon last Friday at the home of the chairman, Mrs. J. Glenwood Jones.

Mrs. H. E. Allen read and discussed "Hell-Bent for Heaven," by Hatcher Hughes. This play won the Pulitzer prize of 1923-1924. Mrs. Allen made the characters so very real for her listeners that interesting arguments followed.

Miss Ruth Klemme read a paper, a resume of the ancient Greek drama and theater.

Next meeting of the Drama section will be March 20, at 2:15 p. m. at the home of Miss Harriet Grant, 119 E. Highland avenue.

Miss Marjorie Thomas is considering the organization of a dancing class for children in the near future. Miss Thomas will be remembered as the solo dancer at the recent Rompers vaudeville show. She has studied interpretive dancing and pageantry in New York at Columbia university and is now studying in a Los Angeles studio. Parents who are interested in having their children enter such a class should communicate with Miss Thomas at 251 South Baldwin, Green 37. Miss Thomas is also considering the starting of an adult class of girls in interpretive dancing.

Professional Directory

W. D. TILLER Dentist

Hours 8:30-12; 1:30-5
Office closed on Fridays
Main 186 71 N. Baldwin

LLOYD L. KREBS, M. D.

Sierra Madre Office, 90 E. Central
11 to 1:00 Phone Main 60
Phone Colo. 630
Pasadena Office, 461 E. Colorado

F. P. MILLER, M. D.

Practice limited to diseases of the Lungs and Throat
Appointments made at any time.
Call Main 216

E. L. JACKSON, M. D.

Office and residence 55 N. Auburn Ave.; phone Main 181.
Hours 10 to 12 and by appointment

GILBERT S. BOVARD, M. D.

Hours 10-12-30
Office 8 N. Baldwin phone Main 160
Residence 159 W. Montecito Ave.
Phone Black 47
Secretary's residence phone Blue 26

GEO. W. GROTH, D. O., M. D.

Also MARY GROTH, D. O.
Office: Sierra Madre Hospital
122 N. Baldwin Ave.
Calls answered day or night
Phones: Blue 144; (res.) Blue 73

MAY CULBERTSON LAIDLAW

Osteopathic Physician
Hours by appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

FANNIE I. MEDOW

CHIROPRACTOR
NATURE CURE DIETETICS
Hours: 10-12; 2-5; Fridays 10-1
and by appointment
Black 125 38 N. Auburn Ave.

Saint-Cyr Sanitarium

Treatment consists of the Fast
Cure and Milk Diet
No tubercular cases received
140 S. Hermosa; phone Green 166

John H. Osgood

Building Contractor—Real Estate
Broker—Building Loans
Red 104 617½ W. Montecito

GIERLICH BROS.

Civil Engineers
LICENSED SURVEYORS
Design and Supervision, Estimates,
Plans and Maps
Phones: Sierra Madre Black 100;
Monrovia Green 217; Branch office Room 1, Adams Block, Sierra Madre.

TRANSFERRING AND MOVING

Correct prices guaranteed
Elkin Feed and Fuel
Phone Black 22—43 N. Baldwin

OSCAR RASBACH

Piano Pupils Accepted
Leschetizky Method
MONDAY AND THURSDAY
Phone Green 168
Res. 363 Sycamore Place

M. A. DeTEMPLE PLUMBING

Red 163 265 Mariposa

Robert M. Finlayson Architect

Green 24 31 Suffolk

Guaranteed Septic Tanks

Last Forever
D. & J. BUCHAN
Exclusive Agents for
"Hygi-Sept" Septic Tanks
Green 24 31 Suffolk
Blue 207—130 East Montecito

JESSIE WARD

LANDSCAPE GARDENER
Plans Furnished—Work Superintended or taken by contract
Call Ward Nursery, Mt. Trail and Laurel; Phone Blue 20

LIFE INSURANCE

EDNA STAPLES YERXA
Pacific Mutual—"It pays 5 ways"
Aetna: Fire, Theft, Casualty, Life

NEWS WANTADS PAY

Studio 2117-7th Ave., Los Angeles
Phone Empire 5013
FRONA V. CLARKE
Pianiste and Teacher
Sat. all day at 50 E. Grand View
Green 153

ROY KAYA

CEMENT AND STONE WORK
Walks, Fireplaces, Walls, Cesspools
Black 61 374 W. Highland

Composition Shingles

Over your old shingled roof
Sierra Madre Phone Black 28
CROWN CITY ROOFING CO.
853 Wright Ave., Pasadena
Phone Fair Oaks 6831

NEWS WANTADS PAY

McCLOSKEY BROTHERS

CONTRACTING IN

Painting, Paper Hanging and Sign Writing

Artistic Decorating Our Specialty
Tel. Red 49, Sierra Madre 148 N. Mt. Trail

BERGIEN & CABOT Funeral Directors



Phone Main 27

304 West Central

NORRIS

ESTABLISHED 1887

ST. PATRICK'S DAY Tuesday, March 17

Green Snappers—Green Candles
Green Candy—Green Paper Napkins
Green Mint Jelly
Green Mint and Lime Syrup
And don't forget to have some corn beef and cabbage

Boost Sierra Madre

By buying products made here

We have a full line of
WARD'S

Famous Marmalades

In 3-oz. individual and 14-oz. glasses
Bitter Orange Marmalade
Sweet Orange Marmalade
Grape Fruit Marmalade
Lemon Marmalade
Guava Jelly

The New Health Food

Whole Wheat Nut Brittle

Rich in Vitamines

Plain, 30c pkg.—Nut, 40c pkg.

Fresh Fish Every Wednesday and
Friday

Washington Winesap Apples

1-gal. can 65c

6 lbs. solid apples all peeled and cored

Fort Orange Tissue Toilet Paper

4 rolls 50c

One 10c Doll House Free

SPARTAN SELF-SERVICE Department Specials for Saturday March 14 Only

Iris Pineapple, No. 2½
3 cans for..... **\$1.00**

Tropic String Beans 10c
1 lb. Rumford Baking Powder..... 27c

Albers Flap Jack Flour **25c**
Large Package

Pillsbury Vitos Wheat Cereal..... 20c
Pillsbury Pancake Flour 15c

Caltuna Brand Tuna **15c**
Light Meat, No. ½ can

Saniflush 19c
Clemente Cocoa Almond Soap, 2 for..... 14c

**EASTER BRAND CANNED FRUIT—the best
ever canned for the money.**

Bartlett Pears, No. 2½ can 25c
Peeled Apricots, No. 2½ can 21c

Yellow Peaches, No. 2½ can 20c

**A SHOPPING BAG WITH EACH PURCHASE OF
ONE DOLLAR OR MORE**

*The above Specials are in the Spartan
Self-Serve Department
Only*

S. R. NORRIS

SIERRA MADRE
DEPARTMENT STORE

Phones: Black 12; Main 205
331 West Central

Around Our Town

Mrs. Frank E. Cox and Mrs. Edward Sneeberger spent Tuesday at Loma Linda visiting friends.

Roland Adams has been on the sick list this week and was unable to be at his store for several days.

Mrs. Maude L. McKenna and Mr. William J. Orme, of Los Angeles were dinner guests of Mr. and Mrs. Victor C. Hill, 47 South Lima, on Wednesday evening.

Ranger M. H. Davis took a pack train loaded with a half ton of dynamite to Newcomb's Pass Wednesday to be used by the government in clearing fire breaks.

Motorists are reported to have taken a table belonging to Mrs. Otis Lockhart of Cypress Court Sunday. Mrs. Lockhart had put the table near the road to be used as a stand and left it for a few minutes and when she returned she saw a motor car disappearing with her table on the back.

Rudolph Hartman went to Los Angeles Thursday night to attend a meeting of druggists at the Alexandria hotel.

Woodford Yerxa of Colusa was in Sierra Madre Friday attending the funeral of his sister-in-law, Mrs. T. E. Yerxa.

Mrs. Paul Stecker of Ogden, Utah, is spending this week in Sierra Madre, the guest of her aunt, Mrs. Hortense Hill, 251 South Baldwin.

George S. Wheatley is busy this week getting signers on a petition to have Churchill road improved.

Mr. and Mrs. R. A. Pratt's new home on Sturtevant road is well advanced. It is a beautiful place and commands an unsurpassed view of the valley.

J. D. Sparks, 414 West Mariposa, is among those on the sick list this week.

Art Coffey, who has been working at the Sierra Madre Cafe for several months, will open a cafe of his own in Pomona in a few days. Mr. Coffey has a large number of friends who wish him well in his new venture.

Deaconess Mary of the Los Angeles Episcopal Mission, died the first of the week, according to reports received here. Deaconess Mary was well known here and was a frequent visitor with local members of the Episcopal church.

Dean William Carson Shaw, who has been ill for several weeks, is reported to be improving. He expects to be ready to participate in the Easter services of his church.

Mrs. E. H. Carpenter of Los Angeles was in Sierra Madre Wednesday transacting business and visiting with friends.

A farewell dinner was given by Mrs. Edith Askew for her niece, Mrs. George Hug, who is returning to New York after spending the winter here. Mrs. Hug thinks Sierra Madre a beautiful place and hopes to return in the near future to make her home. Included in the guests were Mr. and Mrs. O. E. Emley, Mr. and Mrs. Roy Warden, Mr. and Mrs. Charles Askew, Jack Bentley and George Steneck. Mrs. Emley and Mr. Bentley gave several pleasing piano numbers which were followed by dancing.

Miss Marjorie Thomas has enrolled in the Pasadena Business college for a course in shorthand and typewriting.

E. E. Bacon spoke at the chamber of commerce luncheon at the Sierra Madre cafe Tuesday noon. His subject was the proposed new Congregational church as a business asset to Sierra Madre.

Fred Griebenow has been on the sick list for the last several days but is reported much better at present.

L. M. Farnham is making an addition to his home at 10 West Highland.

Mrs. Jessica H. Wright, Sierra Madre postmaster, is spending a three-weeks vacation visiting her son, William Wright, in Monterey county.

Ralph Stover recovered his Ford coupe this week after a search of about six weeks. Mr. Stover's car was stolen in Los Angeles about six weeks ago.

Mrs. Eva Holbert and Mrs. Blanche Muskrath arranged a surprise party Tuesday evening in honor of Mrs. M. Baldwin, who leaves soon for the east. It being her birthday, Mrs. Baldwin was given a beautiful birthday cake and many pretty presents by those present.

Dr. W. S. Bovard of Chicago, who has been visiting his son, Dr. Gilbert S. Bovard, for the past week, gave an address at the University of Southern California Tuesday.

Mr. and Mrs. Charles E. Brooks have moved to Pasadena from their ranch on East Central. Mr. and Mrs. Brooks have lived in Sierra Madre for a number of years and have a large circle of friends here.

J. Milton Steinberger went to Riverside Wednesday evening to attend a meeting of Southern California Ford dealers held at Mission Inn.

Preston Schwartz, 287 East Montecito, has purchased a new Nash sport roadster which was delivered Saturday.

Mr. and Mrs. R. C. Kerr of Pasadena are occupying the Sharp cottage in Sierra Madre Canyon this week.

Mrs. Paul A. Wolter of Los Angeles is spending a short vacation at her cottage in the Canyon.

Mr. and Mrs. Clyde Muskrath motored to San Diego Saturday to spend the week end visiting relatives.

L. E. Steinberger, Jr., opened a salesroom in Pasadena this week, where he will act as distributor for a circular saw to be attached to Ford cars.

Captain and Mrs. J. A. Osgood spent a few days last week in San Pedro, the guests of Mr. and Mrs. DuPuy.

Mr. and Mrs. W. A. Evans entertained a number of friends at a dinner party at their home, 397 West Central, Friday evening.

At the evening service Mr. Dennis Stovall, scoutmaster of the Sierra Madre Boy Scouts, will deliver his famous lecture, "Flappers and Sheiks," a message for the young men and women of today. The picture for the evening will be, "Paddy O'Hara," a fine story of human interest. There will be singing of the old hymns and a fine service full of helpfulness and spirit.

Business Men Uniting in a New Bureau

The Business Men's Bureau of the Sierra Madre Chamber of Commerce was brought into being last night at a meeting held in the Chamber of Commerce room. President Griebenow of the Chamber of Commerce called the meeting to order and M. D. Welscher was chosen temporary chairman. A spirited discussion of bringing the entire business community into closer social relations and business cooperation followed.

It was decided to operate simply as a committee or bureau of the parent organization. M. D. Welscher was chosen chairman; W. S. Hull, vice chairman, and Secretary Berg of the Chamber of Commerce will be secretary ex-officio. Brief by-laws were adopted to keep the organization machinery as simple as possible. All business men who are members of the Chamber of Commerce will be eligible to membership.

OLE HANSON TO BUILD ON KEYS RANCH

Arrangements have been made for the purchase of the ranch at the northeast corner of Canyon and Central avenues from Gilbert Keys by Ole Hanson, who announced last night that he expected to build 75 homes there as soon as possible. The tract contains about fifteen acres.

Mr. Hanson already has a similar tract of land at the corner of Sierra Madre and Live Oak which he has improved and where he has constructed a number of attractive houses. In the new tract he expects to provide improved streets and modern conveniences and to build the same fine grade of houses which has marked his subdivision on the west side of this city.

TRUSTEES IN SHORT MEETING

The meeting of the board of trustees was shortened as much as possible Thursday night because of the illness of Chairman J. D. Sparks. Two members of the board, N. W. Tarr and E. H. Porter, were unable to be present, and Mr. Sparks was ill, but came to the meeting for a short time. Everything possible was laid on the table for the next meeting and only items of business which required immediate action were passed upon.

Through error in posting notices of the proposed assessment for the improving and extending of West Montecito, it was necessary to abandon the project and begin the proceedings over again. This was done by ordinance.

Fish and Oysters

Fresh every day, and served
to suit an epicure. Lobsters,
Crabs, etc., a specialty.

If You Like Good Steaks

try one prepared by Chef
Becronis. Regular customers
come from Pasadena and
Monrovia for them!

SIERRA MADRE CAFE

Central Avenue at Baldwin

TRUCKING SERVICE

We have added a new 2½-ton Mack truck
to our equipment and are prepared better
than ver to handle furniture, grain, rock,
gravel, etc.

Sierra Madre Feed and Fuel
Main 50 97 E. Montecito

WANTADS

WORK WANTED

WANTED—Odd jobs; garden work, etc.; Roy Totten; Green 22. 22*24a
WILL CARE for children by day or hour; Mrs. Fielder, Black 176. 22*24a
WANTED—Team work, rock work, carpenter work; Chantry Bros., 192 Merrill Ave., Blue 202. 20ctf
WANTED: By an expert gardener, lawn and garden work part time. Frank Lockyear, 30 Windsor Lane. Black 22. 12ctf

FOR RENT

CARPENTER and Cabinet work, jobbing of all kinds. J. A. McCloskey, 148 N. Mt. Trail. Red 49. 46ctf
HEMSTITCHING—8c and 10c a yd.; Sadler's or 674 Woodland Drive, at pool; Blue 127; Mrs. House. 22*tf

HELP WANTED

HELP WANTED—Young girl to help care for 4-yr.-old girl; no housework; no washing; room and board; small salary; call Friday or Saturday between 5 and 7 p. m.; 140 S. Hermosa. 24*b

MISCELLANEOUS

NURSERY CLOSING OUT—Shrubbery 10c to 30c in one-gallon cans; Foothill Blvd. west to East Pasadena Ave., 4 blocks south. 24*e
PIANO LESSONS—Mrs. E. W. Gregg, 729 W. Alegria; phone Blue 217. 24*26i

CASH FOR DIAMONDS—We trade diamonds for cars; we will take diamonds as part or full payment for cars; phone 135 evenings; L. C. Tucker. 24:i

RICHARDS' BAKE SHOP—Careful attention given to orders; 45 N. Baldwin; Black 48. tfi

WANTED—All kinds of Junk. I. B. Goldberg. Black 142. 17c-tf

FENCING—We erect and sell material for all types of fencing. Crown Fence Co., 890 S. Broadway, Pasadena. Tel. F. O. 157. 4ctf

FOR SALE

HOME FOR SALE—Five-room and sleeping porch; fireplace; shade trees; flowers; shrubbery; full lot; low price and terms; Owner, 209 W. Laurel Ave. 22*24c

FOR SALE—Leedy Professional Drum outfit; bargain at \$75 cash; call forenoons or evenings; 162 Santa Anita Court (rear). 23*25c

FOR SALE—Four burner Wedgewood side oven gas range; oak table with three rocking chairs; double iron beds complete with springs and mattress; 241 E. Grand View; phone Red 129. 24*e

FOR SALE—Furn. house, 6 large rooms; big screen porch; garage; wide lot; lawn; fruit and flowers; 257 N. Baldwin; Blue 162. 24*26c

FOR SALE—3-piece living room set; genuine leather, \$40.00; player piano, good as new, \$300; 282 Santa Anita Court. 24*e

OPEN FOR INSPECTION—This beautiful home, for sale, is open for inspection on Sunday, Mar. 8 and 15, or may be seen by inquiring at 60 N. Sunnyside; this residence which is located at 555 W. Montecito, is in the best building section of Sierra Madre; phone Blue 212. 23*25c

FOR SALE—Two beds, one hospital model; 205 N. Hermosa. 22*24e

FERTILIZER For Sale. \$3.50 load. Green 10. 10ctf

FOR RENT

FOR RENT—Room furnished; near car; separate entrance; 154 N. Mt. Trail; phone Red 49 or call after 5 p. m. 24*d

FOR RENT—5-room furnished house at 290 San Gabriel Court; \$35.00 per month; see owner on premises. 24*d

FOR RENT—Furnished rooms; 178 E. Central; tel. Green 63. 24*26d

FURNISHED DUPLEX—Four rms.; two reasons for rental—superb view, and newly decorated; 377 Sycamore Place. 24*d

FOR RENT—New 5 room furn. bungalow \$38 mo.; 70 Esperanza. 23*25d

FOR RENT—Unfurnished, 4 rooms, new, with garage; T. J. Burns, 65 E. Laurel. 23*25d

FOR RENT—New stucco duplex; up to the minute; 4 rooms on each side; hardwood floors, tile sinks and baths; garages; near school and church; cheap at \$55 per month; 500 West Highland, rear. 23*25d

FOR RENT—2-room furnished housekeeping apt.; for single man or woman; Black 191. 23*25d

BELLA - VISTA TERRACE—Has apartments for rent \$50 and up; office apt. 4; phone Blue 92. 23ctf

STORAGE by the month for all kinds of goods. Roland Adams. 8c-tf

THE MIRA MONTE hotel has been remodeled into 1, 2 and 3 room housekeeping apartments; large lobby, sunny porches and spacious grounds; phone Green 19. 23*30

FOR RENT—Housekeeping apartments; adults; Phone Blue 155. 18ctf

ROOMS - BOARD

ROOMS with board; Black 19. 41ctf.

LOST AND FOUND

FOR EXCHANGE

FOR EXCHANGE—Six-cylinder Sedan, fine condition, for lot valued at \$450; address 231 N. Canyon, Monrovia. 24*tf

FOR TRADE—New 4 room house on large lot, fine location, for vacant lots; also beach property for S. M. What have you? Sierra Madre Realty Co.; 31 N. Baldwin. :22tf